FOR TRADE CIRCULATION ONLY.

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN."

Vol. 1. No. 1. TORONTO, CAN. APRIL, 1904.

Taken

SALUTATORY.

"For your interests and our own." Such are the objects of this little Trade Circular.

Our business to-day is almost entirely wholesale. We have taught our customers to purchase through the dealer. In response to every application for a catalogue which we have received during the past four years, we have sent a personal letter in which we say: "For your own convenience we suggest that your purchases be made through your local dealer." In our catalogues, smaller pamphlets and manuals we repeat the above, adding that "customers can save both time and express charges by making their purchases through a photographic dealer." We believe that we are the only manufacturers of photographic goods who deliberately turn over to the dealer the difference between the retail and the wholesale price. We have thus made ourselves dependent upon the the dealer and the dealer upon us. Our relations are reciprocal; our interests identical.

As our trade expands the trade of the dealer expands with it, and whatever is for the benefit of one must necessarily be for the interest of the other.

Your interests and ours, Mr. Dealer, being identical it shall be the object of this little circular, issued monthly, to serve them both. In it we shall frankly discuss matters of mutual concern and from time to time make suggestions which we believe will be of mutual value. Alterations in discounts and in prices will also be announced herein, and every dealer will therefore do well to not only read but to preserve each number.

While, owing to a limited space, we cannot throw the columns open to communications, we shall be more than pleased to have the dealers suggest for discussion such topics as may be "For your interest and our own.

NEW AMMUNITION.

SOMETHING ABOUT WHAT THE KODAK LINE FOR 1904 IS TO BE. MARKED IMPROVEMENTS ALONG THE RIGHT LINES.

If new goods and satisfactory trade conditions can help

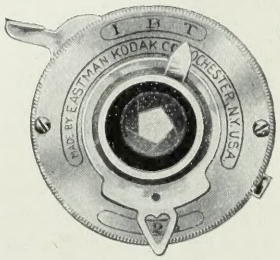
Taken from Can. Kodak Circulars Dec. 1899.

business, this should be a banner year in photography. Fortunately there doesn't seem to be any end to the march of photographic progress. The business is getting more and more to be one which pays big in return for time and energy. There's a steady growth and there has never been a time when the public seemed more interested. We know this from the tone of many letters received from the trade, from the unusually quick response to our general advertising and from the volume of business which has been done in a winter that has been a record breaker for storms and cold and lack of photographic light.

Our catalogues will be out somewhat earlier than usual this year. A single copy will be mailed each dealer during the first week in May, and we hope during that month to make the first shipment to every dealer on our list. The shipments will be made to dealers at the most remote points first so that all will receive their supply at practically the same time. In order to give all dealers a reasonable supply at the earliest possible date no dealer will receive more than 50 catalogues in the first shipment, but those whose purchases entitle them to a larger number will receive them as soon afterward as the capacity of our printers will permit.

The new catalogue should prove interesting to every dealer, for it has to tell of some new good things that will help business. There are two brand new cameras, the No. 2 Folding Brownie and the No. 4 Screen Focus Kodak, while the No. 2 Folding Pocket Kodak is new in everything except in name, and the Nos. 3 and 4 Cartridge Kodaks are now fitted with the new Kodak Automatic Shutter. It will be noticed that the Bullet and Bulls-Eye Special Kodaks have now been dropped from the list.

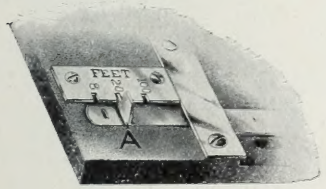
The No. 2 Folding Brownie is bound to prove a tremendous seller—will appeal to tens of thousands of boys and girls who have graduated from the No. 1 and No. 2 Brownies and still have not arrived at an earning age where they can buy for themselves one of the higher priced Kodaks. The price five dollars is a popular one and will also make this camera appeal to other tens of thousands who want to get into the picture habit but whose pocket books will hardly permit of their buying one of the more expensive Kodaks. There are two features in addition to the folding form that make it especially attractive. First the Brownie Automatic Shutter and next the three lock automatic focusing device.



The Brownie Automatic Shutter looks to be alone worth the

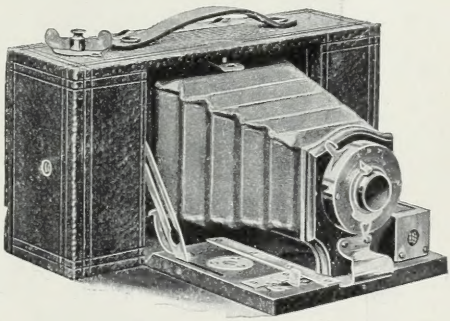
price of the camera. It has the Time, Bulb and instantaneous features of the higher priced automatic shutters, working however with the trigger release instead of a bulb release. It has iris diaphragm stops and is all contained in a brass case of beautiful design and finish. It is as good as it looks too, an accurate and reliable little shutter perfectly adapted to the camera on which it is used.

The triple lock automatic focusing device is located on the camera bed and our only wonder is that somebody did not think of it long ago. It is so useful and so simple that it positively doubles the camera value. With the catch A set at 20 feet the No. 2 Folding Brownie is a practical fixed focus camera with the same capabilities as the No. 2 Brownie. But if one wishes to use it for portraiture the catch is slipped into the "8 feet" notch when it is focused for that distance and will give vastly better results for close work than can be obtained with an absolutely fixed focus camera while "100 feet"



Automatic Focusing Device.

notch has almost equal advantages in view work. The total result is that we are able to use a larger stop than would otherwise be possible and have therefore more speed than can be gotten out of a purely fixed focus camera. *It gives fixed focus simplicity and certainty* with adjustable focus speed and range. The No. 2 Folding Brownie has a reversible finder and two sockets for tripod screws. The covering is imitation leather but of a much handsomer and better quality than we have hitherto been able to secure for the Brownie Cameras. The fittings are full nickeled—the camera is constructed of wood (not jute board as are the

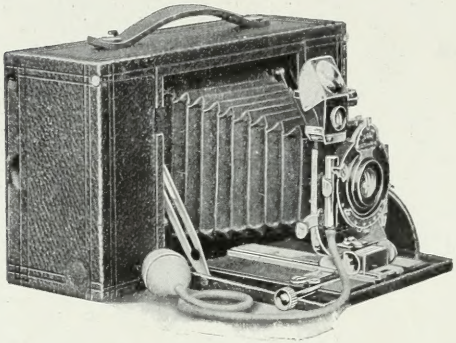


No. 2 Folding Brownie.

other Brownies) and uses the regular No. 2 Brownie Cartridges. It will be ready May 15th and you had better order early.

The new model No. 2 Folding Pocket Kodak is everything that a 3½ x 3½ camera should be. It has the triple lock automatic focusing device described above—a tremendous advantage in a fixed focus 3½ x 3½ camera. As now equipped it has the F. P. K. Automatic shutter which proved so popular last year on the No. 3 and No. 3A Folding Pocket Kodaks. The lenses are Rapid Rectilinear and of the Kodak quality. The new

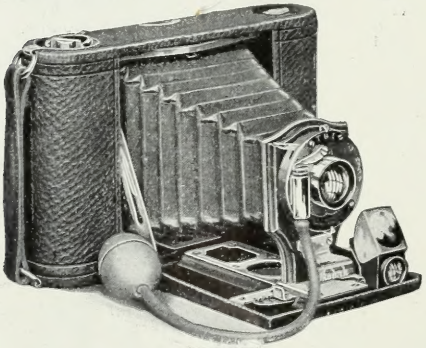
model No. 2 Folding Pocket Kodaks are bound to sustain



No. 4 Screen Focus Kodak.

the popularity of the 3½ x 3½ size, for they bring to it a grade of equipment which it has never before had, yet the price remains as before at $15.00. We expect to be able to make shipments of this new model by May 15th.

The No. 2 Folding Brownie provides something new in the cheaper cameras; the new



No. 2 Folding Pocket Kodak.

model No. 2 Folding Pocket Kodak will fill in the medium priced line most admirably.

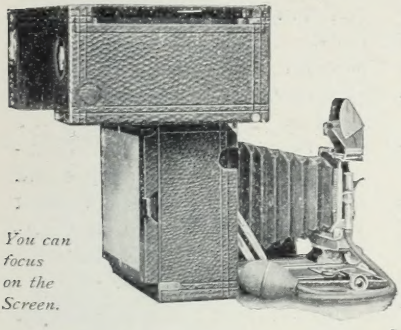
In the higher priced goods we have the No. 4 Screen Focus Kodak. "Cartridge cameras are all right except when I want to focus on the ground glass" is the purport of an expression you have heard many times from your customers.

Here it all is.

Kodak Cartridges, ground glass for focusing, a glass plate camera, long draw bellows and a superb optical equipment all within the compass of a compact folding camera measuring but 3⅛ x 5¾ x 10 inches. The price is $30.00, complete for film, and the glass plate Adapter is but $2.00 extra. The details of operation are very fully given in the catalogue and are worth your attention.

It is common knowledge that the Kodak has been gaining ground rapidly of late among those amateurs who take photography seriously. The old prejudice against film has been overcome and the tiny pocket Kodak is responsible to-day for much of the best exhibition work. Yet some of the most progressive amateurs cling to the ground glass for much of their work and it is to provide them with *all* the features they want in a camera that the Screen Focus Kodak has been evolved. The screen focusing feature takes but little room, and the instrument may be used in the ordinary way with finder and

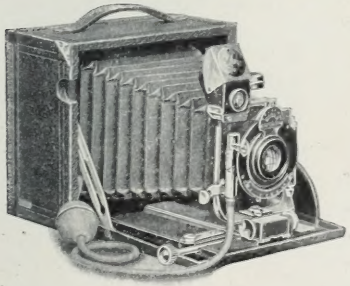
scale just the same as any Kodak, while as a plate



You can focus on the Screen.

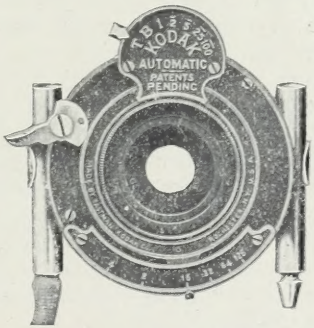
camera it is as compact as any plate instrument of similar capabilities. We believe that many can be sold with special equipments that will net you a big profit. Bear in mind that they require a special 4-inch spool giving *full 4 x 5 negative.* Ready August 1st.

A new feature for this year is our Kodak Automatic Shutter which will be furnished without extra charge in the regular equipment of the No. 3 and No. 4 Cartridge Kodaks (also furnished on the No. 4 Screen Focus Kodak.) This shutter, as the name indicates, sets automatically after each



As a Plate Camera.

exposure. It has the usual "Time" and "Bulb" movements and has the pneumatic retarding device by means of which it gives automatic exposures for $\frac{1}{100}$, $\frac{1}{25}$, $\frac{1}{5}$, $\frac{1}{2}$ and one second. It has iris diaphragm stops numbered from 4 to 128 for use with our regular R. R. lens equipment but the diameter of opening is large enough to give the full working speed of the anastigmat lenses which we list. It is bound to increase the popularity of the No. 3 and No. 4 Cartridge Kodaks. The No. 5 Cartridge Kodaks are now fitted with the well-known



Kodak Automatic Shutter.

Unicum Shutter at $35.00 or with the B. & L. Automatic shutter at $40.00. The B. & L. Automatic is an ideal shutter for use on this instrument and as the new catalogues list this camera both ways we would not be surprised to find that more will be sold with the $40.00 than with the $35.00 equipment. A man who expects to pay ten dollars for a camera may hesitate some time before paying fifteen, but the amateur who has a No. 5 Cartridge in mind will not hesitate long over an expenditure of another five dollars if

you show him that he is going to get his money's worth.

All the foregoing changes in our line are new to you but there are a number of others which are not new to you yet are practically new to the public and will help you in pushing the Kodak line. There is the F. P. K. Automatic Shutter as applied to the No. 3 Folding Pocket Kodak which in last year's catalogue was listed with the box front shutter. Then there is the rising and falling front on the 3 F. P. K. The Kodak Enlarging Camera is fully described for the first time in a publication that will have a wide circulation. The Kodak Portrait Attachments are now listed for all the Cartridge Kodaks—in fact all the little things that go to help the amateur get good results are covered right up to date. It is for you to carry and push them if you are to get the full benefit of the publicity we shall give them.

DISPOSING OF OLD STYLE CAMERAS.

The publication of our 1904 catalogue brings up the question of the disposition of cameras which it makes "old style" either by reason of their being dropped out entirely or radically changed.

The terms and conditions of sale cover this point fully as follows: "Old style cameras which are not listed in current regular catalogues, may be sold at a reduced price, provided the instrument is sold in every case as an old model, and without advertising."

From the foregoing it becomes evident that the Bullet Special and Bulls-Eye Special Kodaks may be sold at a reduced price by reason of the fact that they have been dropped from the list and that old style No. 2 Folding Pocket Kodaks may be similarly disposed of by reason of the radical changes in model.

In the case of the Cartridge Kodaks the changes are not important enough to necessitate any reduction in price in order to dispose of old stock, in addition to which is the fact that changes have not yet been advertised, and will not be generally known to the public for some time.

Any cutting of prices on restricted goods, with the exception of Bullet Specials, Bulls-Eye Specials and No. 2 Folding Pocket Kodaks will therefore be considered a violation of the Terms and Conditions of Sale.

Do you file your Trade Circular? We furnish "binders" free upon request.

NEW SPECIAL EQUIPMENTS.

There will be no difficulty for any dealer in figuring the cost and selling price of the new goods in our 1904 catalogue with the possible exception of some of the lens and shutter equipments. We therefore give a table showing these prices on such goods as have not before been listed:—

Net Price to the Trade, Exclusive of Camera.

No. 3 Cartridge Kodak, Plastigmat lens No. 1 and Kodak Automatic shutter,	$20.00
No. 3 Cartridge Kodak, Goerz No. 0 Series III. Anastigmat lens, Kodak Automatic shutter,	29.90
No. 4 Cartridge Kodak, Plastigmat lens No. 2 and Kodak Automatic shutter,	23.67
No. 4 Cartridge Kodak, Goerz No. 1 Series III, Anastigmat lens, Kodak Automatic shutter,	36.00
No. 4 Screen Focus Kodak Plastigmat lens No. 2 and Kodak Automatic shutter,	$23.67
Do., with B. & L. Automatic shutter,	27.42
Do., with Volute shutter,	34.17
No. 4 Screen Focus Kodak, Goerz No. 1 Series III. Anastigmat lens and Kodak Automatic shutter,	36.00
Do., with B. & L. Automatic shutter,	39.75
Do., with Volute shutter,	46.50

To obtain the cost of outfit complete add the net extra charge for special equipment as given above to the net wholesale price of the camera as regularly listed.

Minimum Net Retail Selling Price, of Camera Complete as Listed.

No. 3 Cartridge Kodak, Plastigmat lens No. 1 and Kodak Automatic shutter,	$47.75
No. 3 Cartridge Kodak, Goerz No. 0 Series III, Anastigmat lens and Kodak Automatic shutter,	55.50
No. 4 Cartridge Kodak, Plastigmat lens No. 2 and Kodak Automatic shutter,	57.50
No. 4 Cartridge Kodak, Goerz No. 1 Series III, Anastigmat lens and Kodak Automatic shutter,	67.50
No. 4 Screen Focus Kodak, Plastigmat lens No. 2 and Kodak Automatic shutter,	62.50
Do., B. & L. Automatic shutter,	67.50
Do., Volute shutter,	76.50
No. 4 Screen Focus Kodak, Goerz No. 1 Series III, Anastigmat lens and Kodak Automatic shutter,	72.50
Do., B. & L. Automatic shutter,	77.50
Do., Volute shutter,	86.50

KODAKS ADMITTED FREE TO ST. LOUIS EXPOSITION.

We have been officially notified that patrons of the St. Louis Exposition may bring in hand cameras (no tripods) 4 x 5 or smaller without charge.

This decision on the part of the managers of the exposition shows a broad and liberal spirit and a consideration for the amateur photographer that has never before been shown by an exposition company in United States. It means not only that you are to have a chance to sell more Kodaks to those of your townspeople who are going to the exposition, but it's a recognition of the growth of amateur photopraphy and of the fact that the hand camera has become so essential a part of the tourist's outfit that he resents any endeavor to tax him for any reasonable use of it. At the Chicago fair a charge of $2.00 a day was made for permission to use hand cameras on the grounds and there was no act of the exposition authorities that was so severely criticised. At Buffalo the charge was reduced to fifty cents but

in the meantime the Pocket Kodak had come into use and no doubt thousands of them were taken into the grounds in the pockets of visitors without any such payment being made.

The St. Louis people have wisely decided to make no charge whatever. We congratulate them because we believe that their action will be so fully appreciated by dealers and by amateurs as to result to the good of the exposition.

There is opportunity for business for you in this free admission of Kodaks to the fair grounds. Bring the facts to the attention of those of your customers who are going and preach to them from the text: *Take a Kodak with you.*

There will most assuredly be much to delight the heart of the photographer. Architecturally the exhibition is to be magnificent—not only in the individual beauty of the buildings but in the general scheme, in the parks, the lakes and the avenues. Then there's the "Pike," with quaint people enough to fill miles of film with interesting pictures. Tell your customers to make a photographic holiday of it. Make the most of the opportunity.

THE CAMPAIGN.

In another column we tell of the new catalogue and the methods by which it will be distributed, but we want in addition to tell you about some of the other advertising helps.

Catalogues are too expensive to give away except to people who are sufficiently interested to ask for them. Cheap circulars we do not care to furnish because—well because they are cheap and make a cheap impression. To fill the breach we are printing a booklet entitled "Kodak Reflection." It will consist of thirty-two pages and cover and promises to be the handsomest piece of printed matter we have ever put out. In it we list nearly all the Kodaks, but no sundries except film, Developing Machines and Portrait Attachments, but the booklet informs the interested amateur that he can obtain a complete Kodak catalogue from his dealer upon request.

Kodak Reflection is too good for a "door-step" circulation—a worthless circulation anyway—but it will go in an ordinary envelope and we will be glad to let you have just as many as you will mail to carefully selected lists. Of course we furnish them with your imprint upon the back. Ready May first. Order now.

The interior of your store and your show window have not been forgotten, and the new line of hangers that we are preparing will reach you in due season. They are handsome and we hope you will like them. In addition to these there are the special hangers that we will announce from time to time in the Trade Circular, which we are always glad to supply upon request.

But after all, the catalogues, the booklets and the hangers are simply supplementary to the magazine campaign, for that *gets hold of new people.* Our April advertising has not

been particularly heavy so far as quantity of space is concerned, but the half pages we used tell of the Kodak portability in a very forceful way.

As it is a generally admitted fact the magazines published in the United States have a very large circulation in Canada, which is also proved by the number of enquiries which the Eastman Kodak Co., of Rochester, N.Y., receive every day from various points in Canada in answer to their magazine ads., and which answers are according to contract referred to us, we quote from their trade journal respecting their coming ads. as follows :

"The big guns will begin to boom about May 1st, and will keep it up until everybody has gone for his vacation. We are not simply using full pages, we are using back cover spaces, in most cases in two or more colors. During the spring and early summer we shall have full back covers twice in Saturday Evening Post, twice in Collier's, twice in Harper's Weekly, twice in Outing, twice in Country Life, twice in World's Work, twice in Public Opinion, twice in Town and Country, twice in the Independent, and once each in Ladies' Home Journal, Woman's Home Companion, Youth's Companion, Leslie's Weekly, Outlook, Everybody's, Star Monthly and American Boy. This means that these strong advertisements *will occupy the entire back cover on over five million magazines and papers.*

In addition there will be full pages inside in Booklovers, Century, Cosmopolitan, Country Life, Everybody's, Harper's Monthly, Leslie's Monthly, McClure's, Munsey's, Outing, Outdoor Life, Recreation, Review of Reviews, Scribner's, Success, World's Work, Field and Stream, Metropolitan, Life, and fractions of pages inside in Collier's Weekly, Harper's Weekly, Judge, Leslie's Weekly, Saturday Evening Post, Youth's Companion, Scientific American, Ladies' Home Journal and Woman's Home Companion and in many other papers and magazines of wide circulation and influence."

We are using space in Canadian Magazine, Good Housekeeping, Westminster and Professional and Amateur Photographer.

We believe that the character of the advertisements we are to use is such that they will be more talked about than any advertisements we have ever put out, excepting only the phrase "you press the button, we do the rest."

The strength of this advertising combined with the attractiveness of the Kodak line and the growing interest in photography is bound to make business for those dealers who prepare to gather it in.

You can only get the full benefit by supplementing our general advertising by local work.

Our advertising department solicits your orders for electrotypes, window signs, booklets, street car signs and sample prints.

NEGATIVES WANTED.

We are in need of some new negatives for use in making sample prints. The essential requirements are as follows:

1st. They must be on Eastman film and made either with a Kodak or Brownie Camera.

2nd. They must be technically good and must be negatives from which good prints can be made *the full size of* the negative—requiring trimming neither for artistic reasons or on account of defects in the negative.

3rd. They must have a fair degree of pictorial excellence, must have something interesting in them.

We wish to buy the negatives outright, not rent them, but when we are through with them we will return them to the original owners provided they have not been accidentally lost or destroyed.

The prices we offer are as follows:

No. 5 Cartridge Kodak and No. 4 Panoram negatives, each,	$5.00
4 x 5, and 3¼ x 5½ negatives, each,	4.00
3¼ x 4¼, 3½ x 3½ and 2½ x 4¼ negatives, each,	3.00
2¼ x 3¼, 2¼ x 2¼ and 1⅝ x 2½ negatives, each,	2.00

It is usually best to submit unmounted prints from which we can select the ones from which we desire negatives. Please bear in mind that we require negatives that give good results by straight printing as we cannot afford to do any "dodging" in turning out sample prints.

HANDLING N. C. FILM.

From many sources come commendations of N. C. Film. Its convenience and its chemical qualities are constantly making new friends for it. Like all new products, however, it is occasionally misunderstood. Those who use it just as they would the regular film meet with apparent difficulties which would never appear if they followed directions to the letter.

An acid fixing bath, or else a five minute insertion in a saturated solution of common alum are a necessity and of the two methods of treatment the Acid Fixing Bath is preferable. Then too the dark room lamp must be looked to if one is not using the machine method. A yellow or orange light will fog N. C. Film, and even a ruby light must not be too strong.

With machine development always instruct your customers to follow tray fixing, and the use of an Acid Fixing bath, to remove stains and harden the gelatine backing. Sometimes when the machine method is used, little pieces of black paper will adhere to the back of the film. These will come loose from the film without leaving marks if the latter is simply allowed to soak, face down, in the acid fixing bath. If, when so treated, the black paper does not of itself come loose and float off it can be removed easily by gently rubbing off with the fingers *while the film is immersed* in the fixing solution.

We want everybody to understand handling N. C. Film and the new methods of Developing machine operation and to that end are preparing a little booklet entitled

FILM DEVELOPMENT
UP TO DATE,

which we shall be pleased to furnish upon request to any who may apply. For your interest and our own we hope that you will assist us in getting these into the hands of all Kodakers at an early date. How many can you use?

VELVET VELOX

is the new big success in Photographic Paper. No sensitized product has ever received more enthusiastic endorsement from the photographic public.

Stock it.

SEPIA POST CARDS.

For making good one's promises of prints from vacation negatives.

A HELP AND A PROFIT.

We believe that the photographic magazines are a valuable stimulus to photographers —especially amateurs. But we particularly believe in them when the amateur is a regular subscriber and has the magazine at his home every month.

If Mr. John Doe begins to lose his interest in picture taking there's nothing like having a good live photographic magazine come into his house once a month. It won't be long before he will pick up a copy of it, find something that appeals to him and go racing down to the stock house the next morning after some new camera or some new sundry. On the other hand if he is simply in the habit of buying a photographic magazine now and then when he happens to drop into a stock house it is self evident that the magazines will stop reaching him when he stops dropping into the stock house and you Mr. Dealer may lose him for all time. To our mind the next best thing to getting a new man started in photography is getting a stronger hold on one of the old customers—and there is no better way of making sure of a hold on him than by having photography preached to him twelve times a year in a magazine that he pays for.

To assist in the bringing about of this most desirable end we wish to do what we can toward bringing dealer and publisher closer together. We have therefore compiled a list

of the leading photographic magazines in which we give not only the subscription price but also the wholesale price to the dealer, both for subscriptions and single copies. Any of the publishers mentioned below will be glad to mail you sample copies of their magazines upon request, and most of them furnish attractive signs, etc., which they will be glad to send you if you desire to sell their magazines. It will help if you sell the single copies, but it seems to us that the more annual subscriptions you can get the more solid will be the basis on which your photographic business will stand. The immediate profit from taking subscriptions may not seem large but you should remember that every time a photographic magazine enters the home of one of your customers, it is more than likely to stir up business for you—is sure to within the year.

Communications must be sent to the publishers—not to us. We are in no manner interested except to help ourselves by helping you establish a lasting interest in photography among your customers.

American Amateur Photographer—Editors, Dr. John Nicol and F. C. Beach; published monthly; American Photographic Publishing Co., 361 Broadway, New York; yearly subscription, $1.50, single copy 15 cents; subscription price to dealers, one dollar per year, net; wholesale price, five copies, 50 cents, ten copies, $1.00.

The Camera—Editor. Frank V. Chambers; published monthly; The Camera Publishing Co, 114 S. 7th St., Phila.; yearly subscription, $1.00, single copy, 10 cents; subscription price to dealers, 75 cents; wholesale price, copies 7 cents each; one (1) subscription free with, or for every ten sent them.

Camera Craft—Editor, Fayette J. Clute; published monthly; Camera Craft Publishing Co., 114 Geary St., San Francisco, Cal.; yearly subscription, $1.00, single, copy, 10 cents; subscription price to dealers, 70 cents; wholesale price, each, 7 cents.

Camera and Dark-Room—Editor, J. P. Chambers; published monthly; American Photographic Publishing Co., 361 Broadway, New York; yearly subscription, $1.00, single copy, 10 cents; subscription price to dealers, 70 cents per year; wholesale price, copies 7 cents each.

"*Photo-American*"—Editor, Edward W. Newcomb; published monthly; Photo-American Publishing Co., Stamford, Conn.; yearly subscription, $1.00, single copy, 10 cents; subscription price to dealers, 70 cents per year; wholesale price, copies 7 cents each.

The Photo-Beacon—Editor, F. Dundas Todd; published monthly; The Photo-Beacon Co., 805 Security Building, Chicago; yearly subscription, $1.00, single copy, 10 cents; subscription price to dealers, 70 cents per year; wholesale price, copies 6 cents each.

Photo Era, The American Journal of Photography—Editor, Thos. Harrison Cummings; published monthly; Photo Era Publishing Company, Wentworth Building, 170 Summer Street, Boston, Mass.; yearly subscription, $2.50, single copy, 25 cents; subscription price to dealers, $2.00 per year; wholesale price, copies 18 cents each.

The Photo-Miniature—Editor, John A. Tennant; published monthly; Tennant & Ward, 287 Fourth Avenue, New York; yearly subscription, $2.50, single copy, 25 cents; subscription price to dealers, $1.75 for 12 consecutive issues; wholesale price, copies $1.80 per dozen assorted from list, delivered.

Professional and Amateur Photographer—Editor, Joseph Baer; published monthly; Professional Photographer Publishing Co., 220 Washington St., Buffalo, N. Y.; yearly subscription, $1 00, single copy, 10 cents; subscription price to dealers, 60 cents per year;

wholesale price, copies 6 cents each.

Western Camera Notes—Editor, C. Frederic Potter, Jr.; published monthly; Western Camera Publishing Co., 826 Hennepin Ave., Minneapolis, Minn.; yearly subscription, $1.00, single copy, 10 cents; subscription price to dealers, 60 cents per year; wholesale price, copies are sent to dealers as so many annual subscriptions, same being paid for in advance.

Wilson's Photographic Magazine—Editor, L. W. Wilson; published monthly; Edward L. Wilson, (Mrs. Edward L. Wilson), 289 Fourth Ave., New York; yearly subscription, $3.00, single copy, 30 cents; subscription price to dealers, $2.50 per year; wholesale price, copies 21 cents each.

TO PUSH DEVELOPING MACHINES.

A good "talking point" in advertising the Kodak Developing Machines is their great utility to people on a trip. Photographers can carry a Developing Machine almost as easily as they can a Kodak.

Many will want to develop their film as fast as they take their pictures and frequently are not within reach of any place where they can have developing done and prints made for them. It will increase their interest in picture taking (and result in more film sales for you) if they can see the results of their work as they go along.

You can sell a great number of Kodak Developing Machines to people about to start on a tour by making this point. You can call the attention of your customers to the advantages of daylight developing in your store of course, but you can reach a great many more amateur photographers by display advertising in your local newspapers.

On page 15 of the Trade Circular is an "ad" illustrating what we have in mind. Perhaps you can improve upon it. Anyhow we shall be glad to furnish the cut, charges prepaid. In ordering specify cut No. 255.

"REGULAR" FILM STILL FURNISHED

While we fully recommend the N. C. Film and shall fill all film orders with N.C. when not otherwise specified, we do not wish the impression to go out that the "regular" film is no longer manufactured. We are ready to supply the "regular" to all customers who prefer it to N. C.

Distribute a supply of the new booklets

FILM DEVELOPMENT UP-TO-DATE

among your customers. 'Twill help them and you.

Vacation Days

Are Kodak Days

The Kodaker has all the vacation delights that others have—and has pictures besides. And there's pleasure in the making as well as in the possessing of Kodak pictures.

Every step is simple now. No dark-room at any stage of the work, and better results than ever.

KODAKS, from $5.00 to $97.00.

CANADIAN KODAK CO., Limited
TORONTO, CAN.

Our June Advertising—reduced size.

Finish Your Pictures on Your Trip.

No Dark-Room for Developing, if you use the

KODAK DEVELOPING MACHINE.

Kodak Developing Machines.

$2.50 to $10.00

KODAKS AND ALL SUPPLIES.

Richard Roe & Co.

THE AMATEUR AT ST. LOUIS.

By the time this issue of the Trade Circular reaches you The Eastman Kodak Co. will probably have completed arrangements whereby they shall have a representative in the building of the official photographer at the St. Louis Exposition, whose chief duty shall be to help any Kodaker who may apply for instructions in the use of his camera.

You can make use of these acts in talking Kodak to the beginner who is intending to visit the fair. Show him that he can see his results as he goes along and can always get any assistance that he may need to help him over his photographic difficulties—if he has any.

Planting time for Brownie Acorns.

$4,850.00

in

Cash Prizes

for

Kodak Pictures.

Let every customer know.

Circulars giving full details free upon request.

FOR TRADE CIRCULATION ONLY.

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN."

Vol. 1. No. 2. TORONTO, CAN. MAY, 1904.

MEZZO-TONE.

A GELATINE SELF-TONING PAPER WITH A SEMI-MAT SURFACE. DELIGHTFULLY SIMPLE.

Among the best of the new good things in photography is Mezzo-Tone paper.

It is printed like Solio, cleared in common salt and water, rinsed, fixed and washed. The resulting tones are a warm, rich brown, which, in connection with the semi-mat surface give an entirely new effect in photographic papers. There is a novelty in tone and finish which will attract to Mezzo-Tone those amateurs who may have tired of the papers they have been using. It has the advantage of novelty as well as simplicity.

While strictly a self-toning paper when used as above, Mezzo-Tone may be given a colder tone by the use of a very simple sulpho-cyanide bath. An experience with sulpho-cyanide in connection with this paper, extending over a period of more than a year, has shown that it produces satisfactory and permanent prints.

Solio has always been a paper that was favorite with the amateur because with it he could easily secure satisfactory results. In the rare cases where he had trouble it was almost invariably traceable to his overworking his toning bath or to his use of an inferior toner put out by irresponsible manufacturers of photographic solutions. Mezzo-Tone does away with the chance of his making either of these mistakes. He requires no toning solution. His toning chemicals are in the emulsion itself and are released for action when the print is immersed in salt and water. For every print he puts into the salt water he automatically, so to speak, puts in at the same time the requisite chemicals for toning that print. His percentage of failures should, therefore be exceedingly small.

THE PRICE.

The price of Mezzo-Tone paper will be the same as that of Aristo Platino. We give on the next page the list prices on a few of the most popular sizes. Other sizes will be found by reference to Aristo Platino Price List on our conditions of sale on Photographic Papers.

2¼ x 2¼, per doz.,	-	-	$ .18
2¼ x 3¼, " "	-	-	.18
2½ x 4¼, " "	-	-	.18
3½ x 3½, " "	-	-	.18
3¼ x 4¼, " "	-	-	.18
3¼ x 5½, " "	-	-	.25
4 x 5, " "	-	-	.25
5 x 7, " "	-	-	.40

Cabinets (3⅜ x 5½) list at 30 cents per dozen, $1.15 per ½ gross, $2.15 per gross.

Discount to the trade, - 12%

Purchases of above will be included with other goods on conditional memorandum.

THE 3A FOLDING POCKET KODAK AT THE EXPOSITION.

In response to many inquiries from interested customers as to whether or not the No. 3A Folding Pocket Kodaks would be admitted to the St. Louis Exposition grounds we applied for a specific ruling on this point and are pleased to be able to announce the result. Under date of April 15th, Mr. John A. Wakefield, Chief of the Department of Concessions, writes us in part as follows :

"The Exposition will permit the use of Kodaks of not larger measurement than 4" x 5½". This permits the use of your 3A Folding Pocket Kodak, 3¼ x 5½ ; but does not permit the use of your No. 1 Panoram Kodak which you advise takes a picture 2¼ x 7."

Of course the Exposition company in permitting the bringing in of small hand cameras does it with the express purpose of extending every courtesy to those visitors who want pictures for their own enjoyment, but with the distinct understanding that they are not to be used in any way for commercial purposes.

School most out—

Brownies.

SUCCESS WITH N. C. FILM.

A TWELVE YEAR OLD BOY'S EXPERIENCE.

Dear Sir :—I am the owner of one of your Brownie Cameras and No. 2 Bulls-Eye Kodaks, and have so far been quite successful.

On the Christmas of 1902 I received the No. 1 Brownie Camera. It rather unfortunately came all loaded, and I of course could not get at the working of the shutter. I did not, however, begin picture taking until I had read the instructions carefully. When I began picture-taking I found it to be very delightful, and as I continued I grew more and more enthusiastic in the art. I have till very lately been having my films developed outside, and printing them myself on your "Velox" paper. But at last I was permitted to do the developing myself and so far have been very successful. I have now a very nice collection of negatives. At first I used the "Regular" Films, but of late I have begun to use the "N. C." Films and have found them by far more convenient to manipulate.

Just this last Christmas I have received one of your No. 2 Bulls-Eye Kodaks, which pleased me very well, for the reason that it is a fine instrument and that I have the satisfaction of knowing that I have thoroughly learned the operation of the No. 1 Brownie and that I am able to take up the operation of a higher grade instrument.

I am a steady user of your products and find them far *superior* to any other manufacture.

I enclose a little poetry about the Brownie Cameras, that has been composed strictly by me. The meaning of the poetry is to tell of the virtues of the camera and to tell of my success with same.

Yours truly,
ARTHUR CLIFTON ELLIS.

THE BROWNIE CAMERAS.

The Brownie Cameras are fine,
They are so easy to sight,
My friend has wished for mine.
And wished with all her might.
They are so easy to load,
They are very nice indeed,
Constructed in a very good mode,
With them you can succeed.

BY ARTHUR CLIFTON ELLIS,
12 Years Old.

WORTH $25.00.

PHOTOGRAPHIC FINGERS WERE THUMBS BEFORE HE TOOK THE KODAK CORRESPONDENCE SCHOOL COURSE.

We get very many appreciative letters from pupils in the K. C. S. P. Here is one of the best of them :

As to my experience with your K. C. S. P., beg to say that I feel that the instruction and information I have received thereby are worth at least twenty five dollars to put it at the very lowest. No amateur can well realize the advantage of assistance, who has not become a student under this instruction. There are hundreds of little collateral or side mistakes that are made by the novice, even though he may think he is following directions faithfully. These often stump him and he feels that his Kodak efforts are a failure, when, in fact, just a little advice of the right kind will set him right and he will be astonished to see how easy it is to make pictures. I have no trouble at all now. At first my fingers were all thumbs ; I was constantly making little mistakes which prevented success and which I did not know then how to correct, or rather, avoid. Amateurs who do not avail themselves of your free instruction—that is, it is the same as free at only $1.00 and the text books thrown in—simply do not know what they are missing. They are simply missing the unrevealed pleasures of intelligent amateur photography.

The school is doing good work, Mr. Dealer, and you cannot help your customers increase their enthusiasm for photography by any better means than by persuading them to enroll. They will make better pictures—and you know what that means.

POSTAL CARDS.

The post card business is growing marvelously and is worth pushing. Either the Velox or the Sepia cards are

Get your orders in early for the No. 2 Folding Brownies.

so easy to handle that there should be a big vacation business in them. Many amateurs have their negatives developed while on their summer travels or do it themselves. They should be encouraged to make prints on post cards to send home. Again, they promise prints to people whom they meet while away from home, promises which unfortunately they are apt to forget. Tell them to keep their promises with post card prints. A word of suggestion from you to the amateur when you deliver his negatives to him will be likely to bring an order for some post cards, or better still an order for post card prints.

Following up these trifles helps the volume of business.

"HOME PORTRAITURE."

A New and Simple Treatment of this Interesting Subject by Frank Morris Steadman.

The amateur wants to know how to make better likenesses of his friends. Portraiture, to him, is the most delightful phase of photography, but he does not always make a success of it. Mr. Steadman tells him how in a way that ought to make anyone succeed.

Mr. Steadman is a professional photographer who has been operating under amateur conditions. For several years his work has been done in Mexico and Yucatan and his specialty has been the making of home portraits, for which, by the way he gets from $25.00 to $100.00 per dozen.

He uses a Kodak invariably; sticks to film and the developing machine. No ground glass, no skylight and no darkroom find a place in his photography. Unlike the professional who works in a gallery his conditions of light change with every new batch of negatives and so he has formulated a system for measuring the actinic strength of light by means of tinting a piece of Solio paper—not the slow method in use with actinometers which require printing until a certain shade of paint is matched, but a quick method based on the appearance of the first "visible tint." From this principle he makes a few simple rules for measuring light and timing exposures that are certain to be of great benefit to the amateur.

His little book does not stop at this point, but by means of a number of diagrams shows how to procure different lightings by means of an ordinary window and contains helpful suggestions on posing as well.

We have published the book because we believe it will be of wide benefit to the amateur and will thereby prove a help to the Kodak business. The book will be sold through dealers at a liberal discount but because of its general influence for good, we want to make it easy for anyone to buy and shall therefore retail it post-paid at the regular list price.

THE PRICE.

"Home Portraiture," card covers punched with round hole for tinting Solio, - - - - - - $ .25

Do., genuine leather cover, title in gold, with brass tint block, - - .75

Discount to the trade 40 per cent.
We solicit your orders.

"THE CORRESPONDENT."

DRAWN FOR THE EASTMAN KODAK CO BY FREDERIC REMINGTON THROUGH COURTESY COLLIER'S WEEKLY. COPYRIGHT 1904 BY COLLIER'S WEEKLY.

In war as in peace

The KODAK

is at the front.

SAFER.

LESS DANGER WITH FLASH SHEETS THAN WITH OTHER FLASH PREPARATIONS.

It can hardly be said that any preparation that will burn with a quick bright flame is absolutely devoid of danger. We do not believe that any flash medium is just the thing for young children to play with. We do believe, however, that our flash cartridges are as safe as any other cartridge on the market—which means that with reasonable care they are perfectly safe—and that with Eastman's Flash Sheets the danger is reduced to a minimum.

Every now and then the papers record the death or injury of some one who has been the victim of flash powder, and we are now brought to the discussion of this subject by the recent unfortunate explosion whereby Mr. Helmsly the Philadelphia manufacturer lost his life.

We urge upon the dealer the necessity of making sure that his customers understand the nature of flash-powder before they deliver a package and that where possible they sell the much safer Flash-Sheets.

Strange as it may seem some of the worst accidents have happened to those who use the non-explosive magnesium powder. This powder is used in a magazine lamp and is blown into an alcohol flame the fine particles burning with an intense white light. But the trouble is that every now and then a mistake is made ; the magazine is filled with flash-powder instead of magnesium powder and the result is the loss of a hand or an arm or even a life.

There is a difference in the powders on the market—some are far more dangerous than others. Only a short time ago a sample of powder was submitted to us by the inventor of same which was a most dangerous explosive. It was recommended as "highly actinic." It may have been, but it was also "highly deadly."

We do not wish to overcaution you. There seems to be no more reason why people should give up flash-powders than there is for giving up the use of gasoline in automobiles, but they should be taught to understand what it will do under provocation and there seems to us to be excellent reason for the dealer to make an especial push with Flash-Sheets.

They give a maximum light with minimum danger.

The R. R. Lens, F. P. K. Automatic Shutter and the Automatic Focusing Device are going to make the

No. 2 Folding Pocket Kodak

a big seller. Stock it—show it.

THE KODAK HAND.

We think many dealers can use the cut on page 8 to very good advantage in their newspaper advertising this month. The "Kodak Hand" is making effective copy for us in half page ads in the magazines. It will be doubly valuable to dealers for this reason; because it will be familiar.

The cut will appear advantageously used single column in the newspapers with space below it for strong display text. It will show up finely on paper ordinarily used for newspapers —it is made especially for such work.

The picture itself is the Kodak story in a nutshell—but to go with it, there should be something to catch the attention of the prospective tourist or vacationer. "Take a Kodak with you" is good—perhaps you can get up something better. The St. Louis Exhibition might be worked in.

We are prepared to forward the cuts immediately upon request.

The number is 256.

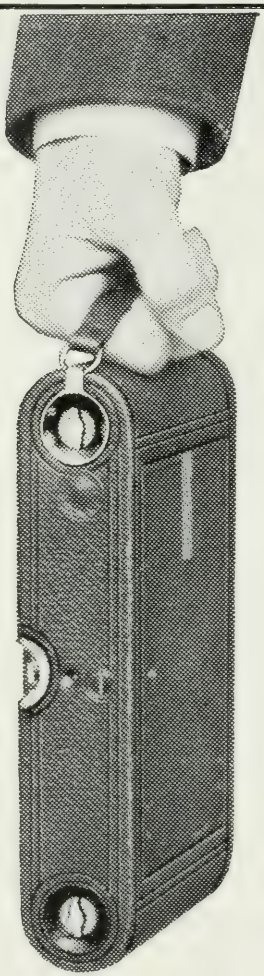
Show your plate camera customers some of the advantages of using film by selling them

KODOID

PLATES

No kits or extras required.

LIGHT, NON-BREAKABLE,
ORTHOCHROMATIC,
NON-HALATION.



Take a KODAK with you.

Kodaks, $5 to $97. *All Kodak Supplies.*

RICHARD ROE & CO.

FOR TRADE CIRCULATION ONLY.

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN."

Vol. I, No. 3 TORONTO, CAN. JUNE, 1904

TRAY FIXING FOR MACHINE DEVELOPED FILMS.

The simplest and best way to fix Machine Developed films is in a tray *by daylight.*

We recommended this process in September. We now emphasize its advantages.

Development completed, the film is thoroughly rinsed with cold water by filling machine until apron is covered, giving half a dozen turns to handle and then repeating the operation with one change of water. A tray or dish of hypo having been previously prepared the film is now removed from the machine and transferred to it in the light of an ordinary room. (A light that would be safe for handling Solio in, will be safe for this operation).

The only precaution necessary is to see that the film is evenly acted upon by the hypo. It should be fully covered by the solution and moved about occasionally.

As the operation of fixing takes longer than developing it will be seen that this method saves more than half of the crank turning in development of a roll.

We do not recommend Tray fixing as a make-shift that *may* be employed, but as a superior process which gives better results than the old method with less trouble. It is of special advantage when more than one roll of film is to be developed because one can be developing one roll while the other is fixing. No hypo being put in the machine it requires no washing before the next film is developed. The hypo may be used repeatedly because the black paper is not put into it and the thoroughly rinsed film will carry over almost no developer. There is therefore economy of material as well as of time in this method.

The Kodak Acid Fixing bath is especially recommended with either kind of film. With N.C. Film an acid fixing bath *must* be used to prevent stains or else the negative must be soaked for 5 minutes after fixing in a saturated solution of common alum.

Try tray fixing—you will then enthusiastically recommend it to your customers. It makes the Kodak system simpler than ever.

KODAK ACID FIXING POWDERS.

N.C. Film should be fixed in an acid bath. By the use of such bath all necessity for the alum bath after fixing is done away with. As announced in another column, the Kodak Acid Fixing Powders will hereafter be furnished with our outfits. We shall also furnish them in half pound and one pound packages. An acid fixing bath is desirable with any film or plate, as it hardens the gelatine and improves the color. With N. C. Film it is almost a necessity, indeed, it must be used or else the film must be soaked for five minutes after fixing in a saturated solution of alum.

We feel sure that there is to be a large demand for Kodak Acid Fixing Powders. Every dealer should stock them.

PRICE LIST.

Kodak Acid Fixing Powders.	
1 lb. package - - - -	$ .25
Do. ½ lb. package - -	.15

DISCOUNT.

Discount to the trade less than case lots, - - - - -	33⅓%
Case lots, - - - - -	40%

A case lot consists of 72 1 lb. packages or 144 ½ lb. packages. Assorting not permitted.

"HOME PORTRAITURE."

Amateurs who have secured Mr. Steadman's Book, "Home Portraiture", are enthusiastic in its praises. There is no question but what a careful study of its pages will enable one to make good portraits. The illustrations in the book show a number of different lightings, and the diagrams which accompany them explain fully how each may be obtained.

In the book are directions for accurately measuring the strength of light by means of tinting Solio paper, a plan which will enable the amateur to perfectly time his negatives, a very essential point in all kinds of photography, and portraiture in particular.

There is no question but what the book will meet with a big sale and because of its helpfulness to amateurs will benefit Kodak business all along the line.

We offer dealers a liberal discount on the book, but because of its general influence for good we want to make it easy for anyone to obtain and shall therefore retail it, post paid, at the regular list price.

THE PRICE.

"Home Portraiture" card covers punched with round hole for tinting Solio, - -	$ .25
Do., genuine leather cover, title in gold, with brass tint block - - - - -	.75

Discount to the trade, 40%.
We solicit your orders.

Prize Contest Closed June 10th.

CHANGES IN THE No. 5 CARTRIDGE KODAK.

We have added to the utility of the No. 5 Cartridge Kodak. The camera is now fitted with a more complete focusing scale marked for working as close as 3½ feet from the subject. The scale is also marked for intermediate distances.

This new scale will be found of the greatest advantage in portrait work for which it is specially designed. With the No. 5 Cartridge Kodak head and shoulders portraits may now be made of a very large size without the portrait attachment, simply by use of the new focusing scale and the regular draw of the bellows.

There is an important point, however, in connection with working at close range. At the close distances such as 3½, 4 or 4½ feet, the finder is not to be depended upon for centering the subject on the plate. The camera must be sighted, which is very easy to do by laying a pencil or ruler across the top of the camera and aiming at the subject. In portraiture the pencil should point about at the eyes.

THE BROWNIE SEASON.

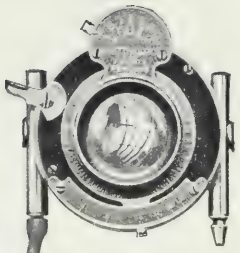
The Brownie season is close at hand. Pretty soon the schools will be out and the boys and girls must have something to occupy their time and vacation. Many will take up photography, with a little bit of urging in the way of advertisitising.

Brownies are being pushed now with full pages in Youth's Companion, American Boy, Star Monthly and Young Americans, the leading juvenile publications of the country. The Ad on page 8 of this month's Trade Circular may come in handy in pushing this line now at the close of the school year. We shall be glad to furnish you cuts of the Camera.

Tell boys and girls about the

"Brownie" Developing Machine.

They'll enjoy developing and buy material.



Kodak
Improvements
constantly make
the sale of photo-
graphic goods
more attractive
to the dealer.

TAKE A KODAK TO ST. LOUIS.

The St. Louis Exposition is going to help make this summer one of the best that has ever been known in Kodak business. As a matter of fact, few people will think of going near the exposition without a Kodak of a size which can be admitted to the grounds—and this means all Kodaks 4 x 5 or smaller, including the No. 3A.

You can get your share with some local advertising. Don't let the people of your town get away to St. Louis without some sort of a photographic instrument. *Advertise.*

Take a Kodak with you.

THE NEW CAMERAS.

An unusually busy spring has delayed our factories in turning out the new Cameras, No. 2 Folding Brownie, No. 4 Screen Focus Kodak and No. 2 Folding Pocket Kodak, fast enough to meet the demands.

We expect, however, that we shall be able to fill orders about July 1st. At the present time we have a large number of orders ahead. These orders we will fill as rapidly as the Cameras come from the factory, in the order in which they were received.

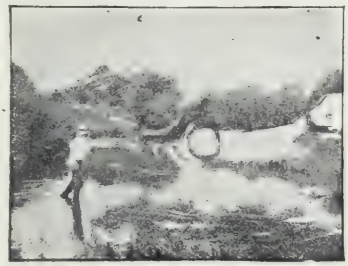
We regret any inconvenience which you have been occasioned by failures to get the new Cameras promptly, but we are sure the ready sale which they will meet with, will more than make up for it.

FREAKS.

The mercury has begun to climb the tube and it is fair to presume that the usual crop of "hot weather troubles" with Velox will soon be ready to harvest. 95% of the complaints we receive within the course of a year are due to defective manipulation or incorrect solutions, not defective paper. We think that the photographic dealers generally would like to know what policy we pursue in answering complaints which are sent to us by their amateur customers.

Whenever unexposed paper is sent in with the letter of complaint, we make a test print and if our product shows any deterioration or defect in manufacture, make full replacement. If, however, the paper is of good quality, we send our tests to the amateur with what is left of his paper and full instructions how to overcome the difficulty. In the majority of cases the developer has been at fault, producing "freaks" or stained prints. In such instances a sample bottle of Velox Liquid Developer accompanies the returned paper. When customer has had considerable loss we usually make him a present of some fresh stock, believing that this "good-will" allowance is one of the best advertisements we can secure.

We publish herewith a half-



Developed in M.Q., half as strong as that advised in instruction sheet.

tone of the curious defect called "freaks," and as in warm weather and the accompanying humidity "freaks" are apt to occur frequently, we give herewith a general idea as to the cause, and an

Developed in M.Q., strength as advised in instruction sheet.

experiment which, if followed will prove conclusively that "freaks are due to incorrect developer.

"If a sealed box of Velox be placed in an air-tight container, in which there is a saucer of water, in some

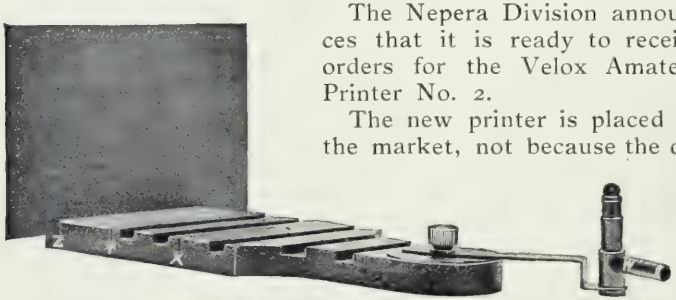
twelve hours' time any sheet taken from the package, if developed in a bath weaker than we recommend, or with a lack of alkali (as would be caused by using impure Carbonate Soda) will show "freaks" (white streaks where apparently the developer has had no effect upon the emulsion) while if a full strength developer, made from pure chemicals, is used, nothing but perfect prints will be secured.

Undoubtedly the paper, from unknown reasons, absorbs moisture *unevenly* and in certain spots becomes repellent to the action of an *incorrect* developer.

The "freak" complaints we receive are usually from amateurs who are using a plate developer instead of that which we recommend. This is easily explained, as comparison of our formula with the M. Q. formula of any dry plate manufacturer will show that Velox requires a bath which contains nearly twice as much Carbonate Soda as Sulphite Soda, while in making negatives, nearly twice as much Sulphite Soda as Carbonate Soda is usually recommended.

What we particularly desire is that the dealers should try to influence their customers to write us whenever they think they have cause for complaint. We also wish to show to those who handle our products, the importance of recommending the preparations which we manufacture. The consumer of Velox cannot go far from right if he uses VELOX LIQUID DEVELOPER and VELOX LIQUID HARDENER.

VELOX AMATEUR PRINTER NO. 2. PRICE $1.00.



The Nepera Division announces that it is ready to receive orders for the Velox Amateur Printer No. 2.

The new printer is placed on the market, not because the old one was not good, but to meet the demand for a printer at less cost that would accomplish the work.

The new printer has features which are vast improvements over the old one. It will be a handy thing for every amateur who uses Velox to have and should sell readily.

Discount to the trade is 25%.

The operation of the new printer is delightfully simple.

VELOX POSTAL FOR VACATION.

The dealer who stocks Velox postal cards in quantity will hit it right this year. The Post Card "craze" which started in Europe, is sweeping over the western hemisphere and printing on postals from one's own negatives is indeed a very interesting diversion.

Everybody who goes away on a trip with a Camera has promised to send back pictures; the Kodaker at mountain inn or seaside hotel has taken pictures of new acquaintances and has agreed to send them prints. The photographic postal card affords a convenient and unique way of fulfilling such promises.

Display some Velox postals with attractive pictures on your counter. You will find there will be a big business in them.

Buy your Boy a

BROWNIE

He'll have great fun taking pictures. It's instructive, too.

We sell

Brownie Cameras, $1 and $2.

JOHN SMITH & CO.

At home this summer?

There's a whole vacation in a

Kodak

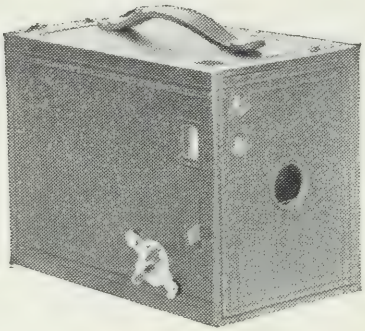
We have Kodaks of all styles and prices, and

$1 and $2 Brownie Cameras.

Kodak Developing Machines

make "doing the rest" a delight.

JOHN SMITH & CO.



Vacation is lots more fun with a

BROWNIE CAMERA

Take pictures of places you go—your friends—the games you play at.

No. 1 Brownie Camera, pictures, 2¼ x 2¼, $1.00

No. 2 Brownie Camera, pictures, 2¼ x 3¼, $2.00

Film—Paper—Mounts.

RICHARD ROE & CO.

FOR TRADE CIRCULATION ONLY.

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN."

Vol. I, No. 4 TORONTO, CAN. JULY, 1904

KEEP POSTED.

An amateur customer writes us as follows:

Will the 3A Kodak be allowed in the St. Louis Exposition? I am under the impression it will be, but one —— dealer says it will not be. I use a 1A Kodak and am thinking of getting the 3A.

Yours,

——— M. D.

The facts are that we went to the trouble of having this point definitely settled and gave the official ruling in the May issue of the Trade Circular. The dealer has probably lost a sale through failure to keep posted.

Only a few weeks ago we received an inquiry from a lady about the Kodak Competition in which she mentioned the fact that two different photostock houses had told her that they had no information about any such competition. They lost trade by their failure to keep posted.

It pays to read the Trade Circular and keep it on file for reference.

NO ABRASION.

BY AN IMPROVEMENT IN VELOX LIQUID DEVELOPER ABRASION MARKS BECOME A THING OF THE PAST ON GLOSSY VELOX.

"All glossy development papers are liable to show abrasion marks, which, however may be removed, etc."

Such is the burden of the doleful ditty which every manufacturer of such papers has for years been obliged to sing to his customers. There have been changes in pitch, measure, time and libretto but it was after all the same old tune, so oft repeated that it had the homely familiarity of a Mother Goose melody. But it will be sung no more—at least not to our customers.

"Glossy Velox shows No Abrasion marks if it is developed with the new N. A. Velox Liquid Developer." That's the new song.

All Velox Liquid Developer shipped August 1st will be of the new kind, "Non-Abrasion." This developer is used in

exactly the same manner as that which we have furnished in the past, and is in every respect equal to it — with the additional Non-Abrasion feature.

There is no change in price or terms. The method of putting up remains the same except that each carton containing a bottle will, for the present at any rate, bear the distinguishing mark: "N. A." signifying Non-Abrasion.

There has never been anything so good for Velox as Velox Liquid Developer—it's better than ever now for it removes the one glaring defect in glossy development papers — the likelihood of Abrasion.

NEW CUT FOR DEALER'S ADVERTISING.

We have something very striking to offer dealers for their local newspaper advertising. It is the coarse screen cut on page 8 of the Trade Circular — a reproduction of the 1904 Kodak catalogue cover.

We can supply one or more of these cuts on short notice to dealers who wish to use them. They will show up finely in newspaper work—will attract attention and sell Kodaks for you. The cut is No. 257 and is in one size only. Please order by number.

School's Out— BROWNIES.

A SHORT TALK ON THE DEVELOPING MACHINE.

We haven't said much about Developing Machines in the last six months—that is, not as much as the subject deserved. Velvet Velox and Mezzo-Tone and N. C. and Kodak topics have filled our minds and our columns pretty thoroughly. But we give you due warning that we are about to begin talking Developing Machine both to you and to the public.

Film sales have been larger this year than ever before—therefore there will be more to develop than ever before. The best way to develop is in the machine. Your amateur customer who does his own work will get better results if you persuade him to use a machine. The amateur customers who bring their work to you will get better results if you use the machine.

Poor development has caused more disappointment to Kodakers than all other causes combined. Under the old method it could hardly be otherwise. Competent help in the dark room has been hard for you to find because the work has not been steady. Dull in winter and rushed to death in August and September has been the rule. It was a source of worry to you and alas, too often a thorn in the flesh of your customer. Of course, there are exceptions to this rule but there are few concerns with developing and printing departments which

have not had such troubles. There is a way out. The Commercial Kodak Developing Machine needs no skilled operator. Anybody can work it successfully by following directions. It turns out an enormous amount of work on busy days and draws no salary on dull days. It does its work *better* than the most skilled operator can do it.

And good business demands also that you push the Kodak Developing Machine among your amateur customers. It's far beyond the experimental stage. It was a good thing before we found that the fixing could be done in daylight outside the machine. It's better now.

We shall be glad to furnish you with one copy of the "Commercial Kodak Developing Machine Manual" for your own instruction and with a supply of our little booklets "Film Development Up-to-Date" for the instruction of your amateur customers. Just let us know how many of the latter you want.

That your advertising may be in line with ours we might state that we shall begin talking machine in the August magazines.

SEA WATER.

A Success in Operating the Kodak Developing Machine and in Toning Mezzo-Tone Paper.

A Kodak Enthusiast who was crossing the ocean a few months ago found trouble in getting enough fresh water for use in operating his developing machine. To him a voyage without the pleasures of photography seemed tedious, and so he decided to take a chance on one roll with sea water. Water direct from the briny deep was used for developer, for fixer and for washing with just a short final rinse in fresh water to remove the salt and his negatives were perfect. He developed his remaining rolls in a similar manner with equal success and told us with enthusiasm of his results.

Further tests on our part have proven that the scheme is perfectly practical, that sea water may be safely used for all the processes, provided only that the final rinsing is in clean fresh water.

Mezzo-Tone was not on the market at the time the Enthusiast experimented with sea water in his Developing Machine. If it had been, he would probably have discovered what we have since discovered, that it answers admirably for toning that paper. Very little fresh water need be used.

The process is this: Print; place prints for ten minutes in sea water, during which time they will clear and tone; fix in

Sea Water, - - -	10 oz.
Hyposulphite Soda, -	1 oz.
Solio Hardener. - -	10 drops.

Fix 15 minutes.

Wash in 14 changes of sea water and then for five minutes each in three changes of fresh water.

Under the Kodak System photography becomes simpler every day.

THE KODAK AT THE FRONT.

PRINCE KHILKOFF USES THE DEVELOPING MACHINE AT LAKE BAIKAL AND PRINTS ARE SENT THE CZAR IN RECORD TIME.

A most interesting letter has been received by Kodak, Limited, from Prince Khilkoff, Russian Minister of Ways and Communications, who personally superintended the arrangements for the temporary railway across Lake Baikal during the last ten weeks, and the transport of the Russian Army en route for Harbin, for which he was responsible. He was provided with a Kodak—a No. 3 Folding Pocket Kodak—and being an enthusiastic photographer, made about 120 exposures of incidents in connection with the transport arrangements for His Majesty the Czar. These were developed on the spot by the Kodak Daylight Developing Machine and the films were sent to Kodak, Limited, at St. Petersburg, for hasty reproduction; the work was undertaken, and in less than seven hours finished pictures were made from them and mounted up in album for the Czar. The Prince enthusiastically expressed his appreciation of the Kodak Developing Machine, as the difficulties of dark room development would have been insuperable under the circumstances.

The Daylight Developing Machine is playing a most important part at the seat or war; it was only the other day that we heard of it as being in use on the ships of both combatants in connection with carrier pigeons to which the films were attached after development. Here is a copy of Prince Khilkoff's letter:

"During my last voyage to Siberia and on Lake Baikal (February and March, 1904,) the developing of the Kodak N. C. films, on which the photographs have been taken by a Folding Pocket Kodak No. 3, was done in my presence by the Kodak Developing Machine, and I personally have developed some of my own films with the Machine. I am very glad to be able to tell you that I have found the Machine very practical and easy to work, producing much better results than those which were developed in the old way."

(Signed)
PRINCE KHILKOFF,
Minister of Ways and Communications.

Interest your customers in

Post-Cards.

VELOX.

SEPIA.

Eastman's
Exo Cloth

Its satin-like texture and soft sepia tones appeal to people of taste.

Do your customers know about it?

MORE OF CYANIDE.

Not many months ago we had a few pertinent remarks to make about a certain preparation which had been advertised for removing stains from Velox prints. This preparation contained cyanide in dangerous quantities and at that time was sold without a word of warning on the package. We thought it bad policy for dealers to handle such a dangerous product, especially as Velox prints have no stains when developed and fixed with the Velox solutions. Over in England, the editor of the photographic column in a newspaper has been doling out some formulæ to his amateur customers, one of which is strong with cyanide. The *British Journal of Photography* makes this caustic comment: "But, seriously, the advice given is really of a mischievous kind. To suggest the introduction into an ordinary household of such a deadly thing as cyanide, even if some important photographic operation could not be done without its aid, would, one might think, be incurring a grave responsibility. But to do so without a word of warning as to its dangerous properties is—well we do not exactly like to say what we think of it."

Like the British Journal, we do not like to say what we think of it. We merely suggest that you think of it before incurring any part of the responsibility.

Eastman's
Mezzo-Tone

IS ONE OF THE IMPORTANT NEW GOOD THINGS THAT YOU SHOULD PUSH.

Simple—Interesting.

It will appeal to every amateur.

EASTMAN'S SEPIA PAPER IN EXHIBITION WORK.

That absolute simplicity in manipulation does not prevent a photographic product from appealing to the most earnest workers is proven by the large number salon pictures now printed on Eastman's Sepia Paper. In *The Photographer* of June 18th this comment is made :

"Eastman's Sepia Paper seems to find great favor with pictorial photographers. It gives broad sketchy effects, and is hardly more expensive than blue print paper, besides being remarkably easy to work. A very large number of the pictures entered in our various contests are made on this paper."

Another strong endorsement comes from Mr. Walter Zimmerman whose method in much of his work is to secure his original negative with a small Kodak ; from this he makes an enlarged negative and then prints on Eastman's Sepia. The original of what many consider Mr. Zimmerman's masterpiece. "The Shell Gatherers" was made, by the way, with a Folding Pocket Kodak. In a recent letter to us, Mr. Zimmerman recently expressed his opinion of our Sepia Paper as follows :

10 South Eighteenth Street,
Philadelphia, June 20th, 1904.

EASTMAN KODAK COMPANY,
Gentlemen :

I want to say a word of appreciation for the Eastman Sepia Paper, which I use for nearly all exhibition work. When properly handled, this paper gives a softness and richness of tone which is unexcelled by any other printing paper. Prints made with this paper are usually preferred to those made with the best platinum papers.

Yours very truly,
WALTER ZIMMERMAN.

Those who want the best, use Kodak products. By the way, what has become of the brigade that used to be constantly rushing into print with statements to the effect that "Kodaks are never used for Serious work"?

FILM PACKS FOR CARTRIDGE KODAKS.

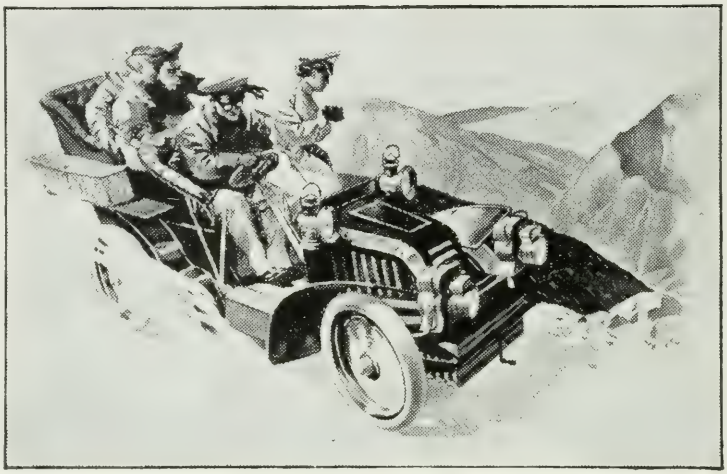
A slight alteration has been made in the No. 3 and No. 4 Cartridge Kodak Plate Adapters which permits them to use the Premo Film Pack Adapters and Premo Film Packs. This will enable amateurs who have Nos. 3 or 4 Cartridge Kodaks and Plate Adapter, to use either Eastman film, Kodoid plates, glass plates or Premo Film Packs, as it suits their convenience.

The Film Pack Adapters containing the daylight loading 12-exposure Film Pack, load into the Cartridge Kodak Adapter just the same as plate holders and glass plates.

The new feature will be a good selling point for the No. 3 and No. 4 Cartridge Kodaks. All Adapters for the above Kodaks which have gone out of the factory since May 1st, will take the Premo Film Packs as described.

KODOID Plates—

Better than glass—more money for you—more satisfaction to your customers.



Take a KODAK with you

Picture taking will add immensely to the pleasure of your vacation.

Kodaks, $5 to $97.
Brownie Cameras, $1 and $2.

Kodak Developing Machines
for developing film in daylight,
$2.50 to $10.

All Photographic Supplies,

RICHARD ROE & CO.

FOR TRADE CIRCULATION ONLY.

Canadian Kodak Co., Limited

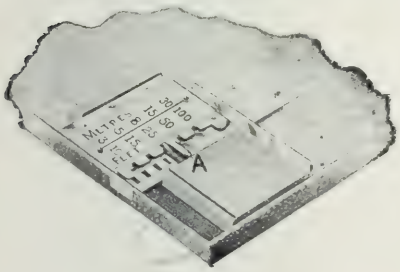
Trade Circular

"FOR YOUR INTERESTS AND OUR OWN."

Vol. I, No. 5 TORONTO, CAN. AUGUST, 1904

AUTOMATIC FOCUSING LOCK.

In the April Trade Circular we describe in detail our new automatic focusing device as applied to the new model No. 2 Folding Pocket Kodaks and to the No. 2 Folding Brownies.



Automatic Focusing Device.

This device is altogether too good a thing to confine to these instruments alone, and we are, therefore, now supplying it on the No. 3A Folding Pocket Kodaks. As applied to these cameras its scope is more extended, however, and it may be used for 10, 15, 25, 50 and 100 feet. The regular focusing scale is furnished in addition, so the operator has the option of using either method of focusing. For any kind of work where one is making a number of exposures; all with the same focus, the advantages of the Automatic Focusing Device are very marked. For instance, if the operator is making landscapes or views on the water, he sets the lock at 100 feet, at which distance all of his pictures will naturally be made. Presently the picture is taken; the camera is closed and the lock still left at 100 feet; another picture presents itself a few minutes later, the camera is opened *and the front pulled out until it catches*, exactly as with a fixed focus instrument. Not an instant is lost in focusing. It gives the camera fixed focus, simplicity and certainty. The device increases greatly the value of the camera, but there is no additional cost to anybody except us.

Reference to this automatic focusing device naturally leads up to the question of delivery of the No. 2 Folding Pocket Kodaks and No. 2 Folding Brownies. It has been a busy, busy summer in our camera works. The demand has ex-

ceeded our expectations. At times our supply of some of the staple models has been dangerously low. There have been unexpected delays in putting out the new goods. At this writing we have begun to ship the No. 2 Folding Brownies and the No. 2 Folding Pocket Kodaks. We shall fill the orders for these goods in the order in which they were received. The Kodaks we expect to catch up with very soon—perhaps by the time this circular reaches you. The Brownies are coming through steadily now, but there is a mass of back orders. We shall do our best; shall get them out as rapidly as careful manufacture and thorough inspection will allow, but it will, nevertheless, be some time before we can "catch up." As soon as we are able to fill orders promptly these cameras will be forcefully advertised. With their merits, their low price and the publicity which we shall give them, there is sure to be an enormous demand. Do not, therefore, make the mistake of countermanding any order that you may have sent us. The new Brownies are bound to be a success and a safer course will be for you to anticipate the demand by keeping orders with us "for delivery when ready."

Our dealers, we believe, have come to expect us to deliver "at sight," and do not therefore carry the stocks which they should. A full supply of goods on your shelves is always an encouragement to your customers — shows them that you have confidence in the goods you are offering. The demand for Kodaks and Brownies is too steady to make an overstock dangerous. They are staple.

SEPIA POST CARDS

The extreme simplicity of manipulation of these cards makes them especially desirable for the traveler, as a little hypo is the only chemical required; they are easy to write on, print rapidly and are inexpensive. Our Sepia Paper has been gaining very rapidly in popularity of late, for its soft tones and creamy yellow high lights appeal at once to the artistic worker. Prints on this paper have been very numerous in the recent photographic contests—conclusive evidence that it appeals to those who know photography best. Eastman's Sepia Post Cards should be carried in stock and pushed by every photographic dealer.

PRICE LIST.

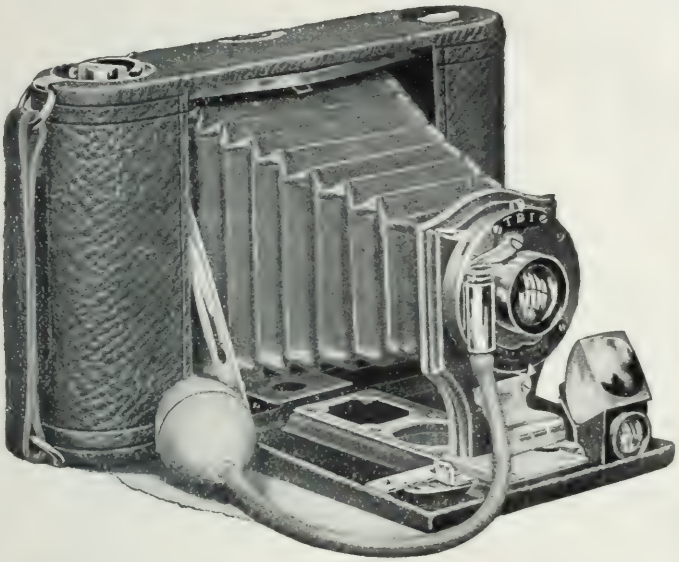
Eastman's Sepia Post Cards in hermetically sealed tubes, per pkg. of 2 dozen, - - $ .25

Discount to the trade, - - - 12%

Purchasers of above will be included with other goods on conditional memorandum.

SEPIA POST CARDS

For making good one's promises of prints from vacation negatives.



Everything a 3½ x 3½ Camera should be.

The New Model No. 2 Folding Pocket Kodak

Rapid Rectilinear Lens.
F. P. K. Automatic Shutter.
Automatic Focusing Device.

$15 00 Price Unchanged **$15.00**

Sure to be popular. Get your orders in.

IN A NEW ROLE.

THE KODAK AS A LIFE SAVER IN THE MIASMATIC FORESTS OF THE AMAZON.

With explorers in Arctic winters, and in tropic wilderness, with the armies and navies of every nation, the Kodak has endured hardships most trying, enjoyed adventures most thrilling, depicted scenes of unutterable sadness. With both the panoply and the horrors of war it has been familiar, but it has recently enjoyed a new experience, that of a comforter, and very probably a saver of life, as it journeyed with a little party of adventurers through the miasmatic forests of the upper Amazon.

Running serially in *Field and Stream* is the fascinating story of Alvah D. James and his brave comrades on their trip "Over the Andes and Down the Amazon." Beset by difficulties at every hand, these brave fellows pushed their way across the heart of South America from the Pacific Coast to the Atlantic, and the Kodak has graphically assisted the facile pen of Mr. James in the telling of the thrilling story. Visited by misfortune after misfortune the end seemed to have come when boat, provisions, guns, everything, was lost in the rushing Esperenza rapids of the Pichis river. For two days the sufferers pushed on along the banks without food when they came upon a grove of green bananas. Here was nourishment to keep body and soul together, and with nothing but their knives they constructed a raft, taking ten days for the work—on this raft loaded with bananas they drifted on, suffering from fever, weak with work and worry, surrounded by disgusting reptiles, pestered by insects, threatened by alligators and beasts of prey. To quote from the author's narrative :

"But I have neglected to mention the finding of my "literary bag." This was a canvas bag made for the purpose of carrying my wares, including one or two books, a 4 x 5 Eastman Kodak, pencils, pens, paper, maps, and so forth. Henschen found it one evening with a little balsa log attached to it, just as I had arranged it when we kept our money in it. It had drifted down the stream and lodged against a fallen tree. Henschen was delighted at rescuing the camera and an air-tight tin of unexposed films. * * * * *

While we were making our way down the bank of the stream our minds were continually occupied ; as, of course, was also the case during the building of the raft. But now we could sit and think—think by the hour. Ewart dreamed of sandwiches more than ever ; Cash offered anything from a finger to both legs—according to his mood—for a smoke, and Henschen filled in his time tinkering the little water-soaked kodak which he found in my literary bag. Nor was his time wasted, for the clever fellow took out the lens and holding it so as to focus the rays of the sun upon one tiny spot, he made fire. We were jubilant, and we now had banana fritters to eat. Banana fritters indeed—no one can realize the irony of it. But the pitiful picture of the pinched faces of my companions, and their emaciated hands, as we ate those first banana fritters will never fade from my memory. I doubt very much if, of all the

many thousands of lenses manufactured by the Eastman people, any other was ever so useful as that little lens so carefully treasured by our singing bachelor photographer.

We now nearly always had a fire to temper the chill of the long, weary nights and in a measure protect us from the myriads of mosquitoes. It also served to cheer us, and keep any prowling cat or alligator at a respectful distance.'

Aside from the thrilling interest in this true story of adventure and the fact that the little kodak lens brought warmth and comfort to its owners is the further fact that the Kodak survived its rough treatment and adventures, that it took pictures to the last and at the end of its long journey was still in fair condition.

The story is a good one but the photographic moral is : "Kodaks stand the wear and tear of travel."

CAUTION.

SELL ONLY MACHINE POWDERS FOR USE IN THE KODAK DEVELOPING MACHINE. SUBSTITUTION MEANS FAILURE AND LOSS.

It is much harder to impress upon the amateur the necessity of exactly following directions than it is to sell him photographic goods. That is, it's harder at first. If he doesn't follow directions it's soon hard to sell him anything.

But the worst feature of it all is that there are some dealers who instead of directing the amateurs aright actually mislead them. Several cases have been called to our attention of late where dealers have sold our Hydrochinon powders, for instance, to amateurs who are using the Kodak Developing Machine with the statement that they were "just as good" as the regular machine powders. They may be "just as good" for some purposes but for the machine they are not. In the first place they do not give the requisite strength; in the next place even if the amateur figured this part out and used sufficient powders for the quantity of water required by his machine they would not develop in the same length of time as the regular machine powders. Experiment has proven to us that for machine development there is no formula that produces results equal to those given by our machine powders. Any variation from this formula is likely to cause trouble. In fact such variation has caused trouble—and the fault was with the dealer who, because he did not have the article asked for, sold something else. It will be his loss as well as ours. In most cases we believe it will cause more loss to him than to us, for the amateur will eventually find out where the trouble lies and will make his purchases where he gets good advice—not bad.

The above cases of substitution in the matter of powders for the Developing Machine are, of course, unusually flagrant. But there are other cases where the amateur is almost equally discouraged. For the sake of an extra five or

ten per cent. which goes into the dealer's pocket he is persuaded to buy a "just as good" developer or toner or fixer. He gets stains on his Velox, yellow prints on his Solio, and trouble on his mind —*and drops photography.*

An extra six pence may have found its way to the till—but a customer has been lost.

We don't think it pays.

AN OPPORTUNITY.

The less advertising a paper carries the more plainly the advertising it does carry can be seen. August is the dull month in most lines of trade—hence little advertising. But it's the Kodak harvest month. A little too late for our general seed sowing but the very minute for you to gather that part of the crop that has not yet been harvested. Your local papers will be carrying but little business. A quarter page Kodak ad. will show up more strongly in August than a half page in the spring or fall.

We boomed Kodaks through the spring and early summer that you might sell them now. Let people know you have them.

The sheet of new Kodak cuts enclosed herewith will help you do it. They are made especially for newspaper work —the right width for newspaper columns and intended for printing on cheap paper. Order by number, please.

A TIMELY AD.

Our general advertising in the magazines out this month, is on the Kodak Developing Machine. If you will follow it up you can make many sales both to people about to start on vacations and to those who have come home with film to develop.

A point about the machine that will interest folks these hot days is brought out in the "Ad" on the last page of the Trade Circular.

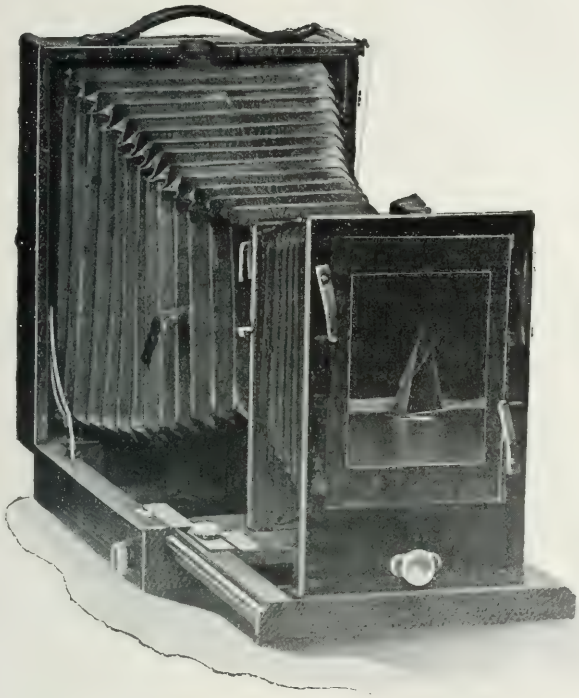
The cut used in the "Ad" we will be glad to supply to dealers for their local newspaper advertising. It is No. 249. Please order by number.

Don't depend on the old customers.

SELL KODAKS

New blood among the amateurs is what makes the business grow.

Don't forget the new Non-Abrasion Velox Liquid Developer—No more trouble with Glossy Velox when that is used.



If your amateur customers were shown how easily they can make large pictures from their small negatives with a

KODAK Enlarging Camera

it would greatly increase your business.

The Kodak way of developing means better negatives—to say nothing of the comfort.

KODAK DEVELOPING MACHINES

$2.50 to $10.00.

RICHARD ROE & CO.

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN."

Vol. I, No. 6 TORONTO, CAN. SEPTEMBER, 1904

A LATE DISCOVERY.

AN AMBITIOUS AMATEUR FEELS THAT MUCH TIME HAS BEEN LOST BECAUSE WE DID NOT DISCOVER MR. STEADMAN AND HIS BOOK ON "HOME PORTRAITURE" YEARS AGO.

There have been so many "helps" to photographers, that didn't help, offered to the amateur that when one appears that gets right down to every day practical use, it's most too good to believe. But that is just what has been accomplished by Mr. Frank Morris Steadman in his "Home Portraiture." Mr. Steadman is a professional of broad experience working under amateur conditions, and by his practical knowledge knows just where the amateur portrait maker fails. And better still he tells how to avoid failure in terms that any one can understand. Messrs. J. W. & Geo. H. Hahn have sent us a letter from one of their customers, with the warning that the customer's name must not be used. We are sorry to hold it back for it is well known among photographic workers. A copy of that part of the letter referring to Mr. Steadman's book follows :

"* * * Also send another copy of Mr. Steadman's book on portraiture. That will make the seventh copy I have bought, for just as soon as I get one, some discouraged would-be portrait taker comes in and I cannot resist the temptation to help her out, by giving her his book. When I think of all my experimenting and all my failures in the portrait line and how much I might have been saved if the Eastman Kodak Company had only discovered Mr. Steadman and his book three years ago, I feel abused. You may send me one of the seventy-five cent copies this time. Perhaps I shall be better able to keep that. I want it for constant reference. It taught me more in half an hour than I have been able to study out in three years from books or experience, and as you know I have worked pretty steadily."

Sincerely yours,

"Just since writing the foregoing, another friend has appeared who wants a copy of that book. Please send me a twenty-five cent copy for him. I must stop talking about the book. Everyone wants it as soon as he or she hears of it "

THEY WORK BEST TOGETHER.

It has been a Velox Year. Velvet Velox Paper, Velox Liquid Developer and Velox Liquid Hardener have made it so. In the records of the photographic paper industry there has been no parallel to the sale and success of Velvet Velox. After our announcement of the new product in the Trade Circular there came a veritable landslide of orders and it continues in its prosperity. Dealers and consumers appreciate it.

"Velvet Velox gives surprising results and is a constant delight. We made a display of about one hundred prints all on Velvet and advertised the show. As the prints were from local negatives, it created quite a little breeze in the ranks of the faithful, and will introduce the youngest Nepera kid where it will do the most good." (Signed) G. C. D. & Co., Nashville, Tenn.

"Velvet Velox should appeal to the amateur who has said so many times, 'It is too bad you cannot get the effect that you see in Special Portrait when it is wet.' Velvet Velox certainly has this effect." (Signed) E. A. B., Rochester, N.Y.

"Velvet Velox is the most satisfactory developing paper that I have ever used. It gives prints which in richness and detail are unsurpassed; am pushing same very satisfactorily." (Signed) V. B. W., Amsterdam, N.Y.

"Your Velvet Velox is the best yet. I have made several hundred Velox pictures with almost uniformly good success, but this paper gives better detail in the shadows than any other developing paper I have ever seen." (Signed) W. D. L., Syracuse, N.Y.

Velvet Velox is just the thing I have been looking for. It is suitable for the majority of amateur negatives." (Signed) H. C. S., Reading, Pa.

But no small part of the Velox success in 1904 is due to the enormous increase in the use of the Velox preparations. Because the dealers have pushed Velox Liquid Developer and Velox Liquid Hardener their customers have had better success with Velox paper

and because they have had better success they have used more of it. We have had a long fight in persuading the photographic public of the folly of using the "just as good preparations," but the experience of our customers has proven the wisdom of our advice and for the most part they are using Velox preparations with Velox paper.

Since we commenced filling orders on August 1st with the new Velox Liquid Developer (non-abrasion solution) our sales of this article have increased very largely, and we have received many flattering testimonials from those who have used it.

Prints developed with our new bath before fixing are a canary yellow. As soon as this discoloration disappears we have conclusive proof that the print is fixed, in fact one of the largest amateur finishers stated that he had decided to use our new bath not only on account of the non-abrasion feature and the fine quality of prints it produced but because his employes would at all times know when prints were thoroughly fixed — consequently permanent.

COMPLAINTS.

In the past ten days we have received some complaints accompanied with prints which are stained a greenish yellow. A five-minute immersion of these in an acid fixing bath according to our formula, results in completely removing this defect and proves conclusively that the parties either used an incorrect — possibly exhausted — fixing bath, or did not let their prints remain in the solution for the fifteen minutes advised in our direction sheet. Should any of your customers experience the above-mentioned trouble, you can not only prove to them the cause of failure but show them how to save the prints they have already made, even those which have been developed several days before being shown to you.

Every day we receive letters from some of our customers who are pleased with the Developer and Hardener. Here are some samples :

Beats the "Just as Good."

"I received the Velox Liquid Developer yesterday. After giving the same a fair trial I am convinced that an honest developer is made by 'the Velox people.' A 25c. bottle of V. L. D. will go further than a $1.00 bottle of mixed stuff that is 'just as good.' I used this 'mixed' developer with the result that I destroyed good paper and condemned Velox. If anyone will give V. L. D. a trial as I did, he will use no other, and success will be his." J. J. O., Hartford, Conn.

Wants Larger Bottles.

"I have tried my own developer, but to get proper results have had to use the Velox Liquid Developer that you put out. Do you sell it in larger sized bottles?" Geo. S. C., Niagara Falls, N.Y.

Avoided Freaks.

Wm. H. D, Washington, D. C., thanks us for sending sample of Velox Liquid Developer, with which he states he avoided "freaks," and writes: "This has proved to my own satisfaction that the trouble I experienced was not due to a defect in the paper but to an incorrect developer.

No Trouble Now.

"The Glossy Velox and sample bottle of Non-Abrasion Developer received. I have tried the same and the resulting prints are perfectly satisfactory. I have tried Glossy Velox heretofore with several different developers but always had more or less trouble and finally discontinued its use. I am perfectly satisfied with the way the sample worked and shall begin using the Glossy paper again." F. H., Philadelphia, Pa.

Flattering.

"A few days ago you forwarded me a sample of N. A. developer for Glossy Velox and I take pleasure in enclosing samples from three different developers. The comparisons are very flattering to your N. A. I am well pleased with its work and thank you for giving me an opportunity to test it." E. S. T., Fremont, Ohio.

Even Better.

"Though I considered your other solution for Velox very good, I believe that you have made a great discovery, which is greatly superior to even the other." P. S. V., Pittsburg, Pa.

No Abrasion.

"I received your sample developer and was very much pleased with the result obtained by its use on Glossy Velox. I found no traces whatever of abrasion. It seems to be very lasting in strength. I shall certainly use it in the future." G. W. K., Akron, Ohio.

All We Claim.

"I am very much pleased with the results obtained from Velox Liquid Developer N. A. It is all you claim for it. I shall certainly make use of it, as it will enable me to use some negatives I thought useless." Mrs. J. W. B., South Framingham, Mass

No Friction Marks.

"I gave Special Glossy Velox paper a trial a day or two ago with very pleasing results and so far as I could determine, with an entire absence of the friction marks so common to glossy papers. While my negatives may not have been well adapted to test the paper in question, it was possible to form a very clear opinion on the working of your new developer. So far as I can see your N. A. developer possesses quite a wide range." E. W. B., New York City.

Clearer Tone.

"I received the Glossy Velox and Developer which you sent me; thanks for same. I gave the developer a trial and found it to be a big improvement over the regular developer; I congratulate you on your success for such an improvement; it gives the prints a better and clearer tone, as you will see from the prints sent you. One is developed in the regular formula which you give in the Velox Manual, the other is developed in the developer which you sent me." R. M., Philadelphia.

Best Results.

"Your samples of Velox Liquid Developer N. A. and Glossy Velox at hand. I have used it all getting the very best results. I have, however, been a user of your formula for a long time so that the results obtained have always been very good." H. S. H., Philadelphia, Pa.

Works Fine.

"The Velox Liquid Developer N. A. works fine, not only with the Glossy, but also with some Velvet I had on hand, and I think I will use it entirely." A. J. W., Philadelphia, Pa.

Satisfactory.

"I acknowledge the receipt of Glossy Velox and Velox Liquid Developer N. A. The prints are clear of friction marks and are satisfactory in every respect. I always had trouble with Glossy Velox but the N. A. appears to be the right developer for it." C. M., Philadelphia, Pa.

Better for Glossy.

"As requested in letter I have tried the samples of the New Liquid Developer N. A. sent me and find it to be undoubtedly better for the Glossy papers than the original form." G. B. W., Phila.

Decided Improvement.

"I have tried the Velox Liquid Developer N. A. with both Special, Caroon and Glossy Velox, and have had the very best of results. I think it a very decided improvemeet over other developers and the satisfaction derived from it is worth many times the difference in the price." H. J. L., Cincinnati, Ohio.

Not only do future sales of Nepera products depend on the use of the right solution, but the purchaser's interest in photography will be insured and he will be liable to increase his consumption of film, plates, etc., if he learns to use Velox Liquid Developer and Velox Liquid Hardener with Velox paper. The sale of Velox Liquid Developer in the past year has been in the hundreds of thousands of bottles. Velox Liquid Developer in the past year has been in the hundreds of thousands of bottles. Velox Liquid Developer *N. A.* is a great improvement and we are sure that accordingly our output will be increased.

Velox Paper, Velox Liquid Developer, Velox Liquid Hardener—they work best together.

N. A. VELOX LIQUID DEVELOPER IN BULK.

There have been so many calls for the new Non-Abrasion Velox Liquid Developer in bulk that it has been decided to so supply it.

PRICE LIST.

½ gallon bottle, - -	$ 2.00
5 gallon keg, - -	20.00
10 " Carboy, - -	40.00

Discount to the trade, 25 per cent.

The discount on the smaller sized bottles remains as before at 30 per cent. on lots of less than one dozen bottles of one size and 40 per cent. on case lots. 96 of the 4 oz. or 36 of the 16 oz. bottles constitute a case.

NO CASH DISCOUNT.

A few cases have come to our attention where dealers have given a cash discount in violation of the "Terms and Conditions of Sale." It is presumable that these violations were not intentional, but in order that there may be no future misunderstanding in the matter we call attention to the fact that the dealer is to give no cash discount on cameras, plate holders, developing machines or film.

Sensitized Papers are the only products included in the conditional credit memorandum which are subject to a cash discount and then only in accordance with the conditions stipulated in the Terms of Sale.

The best thing in the popular 3¼x3½ size:

The New Model NO. 2 FOLDING POCKET KODAK.

W D
Platinum

A Pure Platinum Paper that's as simple to handle as Blue Print

392

SOLIO

Developing-Out Paper

348

EASTMANS
Sepia Paper

Especially Valuable for Portrait Salon Workers

320

Mezzo-Tone

A gelatine self-toning paper with semi-mat surface.

A NEW EFFECT.

377

A PHOTOGRAPHIC NOVELTY.

Eastman's EXO CLOTH

Gives prints of a rich Sepia.

335

Brownie Cameras

PUT PHOTOGRAPHY WITHIN REACH OF CHILDREN.

$1, $2, $5.

399

A step ahead in photographic progress

N C FILM

Lies Flat—
Dries Flat

378

ALMOST A KODAK.

The No. 2
Folding Brownie
Price, $5.00

Automatic Focusing Iris Diaphragm Stops

358

ORDER BY NUMBER, PLEASE.

GOOD SIGNS.

There are certain signs that we put out which are supplied to all dealers—because we feel sure that they will be used to good advantage. Occasionally, however, we get up special signs that are sent to the dealer *upon request only*. A number of new and attractive signs are illustrated herewith, and we will be glad to furnish them, for the asking, to any Kodak Dealer. All of them are in colors, and they will do good if properly displayed. Order by number, please, and use them in fixing up your photographic window.

FILM DEVELOPMENT UP-TO-DATE.

On June 2nd we sent a circular to the Trade enclosing a copy of "Film Development Up-To-Date," and we also have a Velox Manual put up in similar form. Both of these publications we will furnish free to all parties handling our goods, and we think it is for the interests of all dealers, as well as our own, that they make an effort to place both these booklets in the hands of every amateur photographer. We have plenty on hand, and will be glad to have your orders for them. We regard them as advertising matter; there is no charge and we feel certain that a proper distribution of them will lead to an increased demand for the goods.

RICHNESS IN TONE AND TEXTURE.

Mezzo-Tone paper is not merely something new in name, neither is it a mere variation of some other paper. It is new—is different in tone, in surface and in manipulation from any other paper on the market.

The tone is warm and mellow—not glaringly red and yet not weak and faded. The texture is neither a rough mat nor a high gloss—is rich and lustrous, but not shiny. The effect is novel and pleasing and the paper works well with most any negative.

Mezzo-Tone is printed like Solio, cleared in common salt and water, rinsed, fixed and washed. There is no toning solution. The toning chemicals are in the emulsion itself and are released for action when the print is immersed in salt and water. For every print the operator puts into the salt water he automatically, so to speak, puts in at the same time the requisite chemicals for toning that print.

The chances of failure are reduced to a minimum—no danger of an "overworked" or improperly prepared toner—no expense for toning solution—no bother.

And the results are a delight.

THE PLAIN HYPO DEVELOPING MACHINE FIXING POWDERS DISCONTINUED.

Inasmuch as practically all the film now sold is N. C. and as "daylight tray fixing" with an acid fixing bath is the only method now recommended, there seems to be no reason whatever for continuing the plain hypo powders for machine use. We have therefore discontinued putting up plain hypo for the machine, and all orders for Kodak Developing Machine Powders should be for "Kodak Acid Fixing Powder." Please note that this is put up only in half pound and one pound packages.

If there is any objection on the part of your customers on account of the increased price, we suggest that you call attention to the fact that with the new "daylight tray fixing method" the acid solution may be used repeatedly, while with the old method a fresh powder was required for each roll developed. The new powder and method is therefore cheaper in the long run as well as far more convenient and productive of better results.

POOR CARL'S CALENDAR.

When a man advertises by shouting against the business methods of his competitors look for knot holes in his goods.

Only those who maintain the quality of their products can maintain the price of their products.

Look out for the manufacturer who is trying to prejudice the dealer against another manufacturer—he is looking for somebody to pull his chestnuts out of the fire.

The man who tries to get all the business will just about get his share—the man who only tries to get his share of the business will just about get the sheriff.

A Kodak in use is worth two on the shelf.

Evening red and morning gray,
Is promise of a snap-shot day.
But evening gray and morning red,
Get out your flash-light gun instead.

Some people are like a thin negative—they need to have the light turned down every time they go into print.

Every circus has its sideshows—every success its imitators.

It is pretty safe to put it down that the thing which is really "just as good" doesn't have to sell for less money.

The man whose goods are the real thing doesn't have to spend his time creating prejudice against his competitor. He's too busy filling orders.

After all, Kodaks are best.

An Important View of the St. Louis Exposition.

What is unquestionably the most conspicuous small building on the World's Fair grounds is the headquarters of the Official Photographic Co. It is in plain sight from the Pike and from every part of the St. Louis Plaza.

After using every reasonable argument and every legitimate influence at our command for the free admission of hand cameras to the exposition—*and carrying the point*—we looked further to the interests of the visiting amateur by arranging for the sale of Kodak products on the grounds. Of course the amateur at the Fair always uses more film than he expects to and the place to get a fresh supply is in plain sight.

Incidentally the Kodak signs and the convenience to the amateur are an effective advertisement. They help to keep "The Kodak at the Front."

DEVELOPING MACHINE ADVERTISING.

Advertising cut No. 253 is shown in the Developing Machine "ad" on page 12 of the Trade Circular. The same cut, double column, is No. 254. We have both in stock to send to dealers who wish them.

Our general magazine advertising for a while now will concern the Kodak Developing Machine. You will probably want to push along the same lines in your own local newspaper advertising.

SPECIFY MODEL.

Attention is called to the fact that owing to their being fitted with handle the new model No. 2 Folding Pocket Kodaks are a trifle larger than the old style. Please therefore specify in ordering Carrying Cases whether they are to be used with the 1904 or with one of the former models.

LIST OF ADVERTISING CUTS.

In our last issue of the Trade Circular we stated that we were enclosing sheet of Cuts, but were unable to do so on account of not receiving them from the printer in time, so enclose same in this issue.

RESULTS IN THE £1,000 KODAK COMPETITION.

The awards have been made in the £1,000 Kodak Competition which closed in London July 1st, and the results are certainly gratifying from the American standpoint. The American competitors captured 85 prizes with 2,000 entries, taking more than twice as many in proportion to their number of entries as their English cousins, over three times as many as the French, and six times as many as the German.

An exhibition of the competing pictures is to be opened in the Kodak Galleries in the Strand during the present month, and will continue for several weeks.

During the winter arrangements will be made to publish many of the prize-winning pictures in this country.

A full list of the winners in the various classes has been sent to each American competitor. A copy of this list will be mailed to any dealer who is interested, upon application.

Teach your customers to make better negatives. Our little booklet

"FILM DEVELOPMENT UP-TO-DATE"

will help them.

Free in quantities for the asking.

Every flash flashed means a film or plate exposed, means paper sales, means developer sales—profit.

Get the flash flashed with an

EASTMAN FLASH SHEET

Safest, cleanest, best for your customer. Most money for you.

25c. 40c. 60c.

Don't bother to rig up a dark-room.

Develop your vacation negatives in a

KODAK DEVELOPING MACHINE

and get better pictures.

Develop in Daylight—
Fix in Open Tray.

Prices, $2.50 to $10.

Richard Roe & Co.

FOR TRADE CIRCULATION ONLY.

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN."

Vol. I. No. 7 TORONTO, CAN. OCTOBER, 1904

THE DANGER SIGNAL.

When the photographer fixes a negative he can tell from its appearance whether or not it *is* fixed. With prints he has never had any such guide—and many faded ones have been the result.

But the new N. A. Velox Liquid Developer puts out a danger signal. It turns the print a canary yellow and the color does not disappear until fixing is complete.

Fifteen minutes in the Acid Fixing bath will remove this color every time, unless the bath has been weakened by overworking or has been too much diluted. If the color remains the print isn't fixed—if it disappears it is fixed, and moreover *it will* be permanent.

The yellow color on the prints has led some people to believe that there is cyanide in the N. A. Developer. This is positively not the case. It contains no cyanide or other dangerous poison.

Velox, Velox Liquid Developer, Velox Hardener—they work best together.

WHEN ORDERING.

Dealers would confer a favor upon us, and at the same time make prompt shipments more certain, if in ordering they would always express the quantity of goods wanted by *numerals*, following them by the word *package(s)*, and that word by the *quantity* of the article wanted in each package.

For instance, when we receive an order like the following, what are we to ship?

"*Please send 10 dozen 4 x 5 Solio.*"

Does the dealer want 10 dozen packages 4 x 5 Solio (2 dozen in package)? or does he want 10 packages 4 x 5 Solio (1 dozen in package)? If the first supposition is correct all doubt would have been removed had the dealer expressed himself thus :

"*120 packages, (2 dozen each,) 4 x 5 Solio.*"

If the second supposition were correct he should have said :

"*10 packages (1 dozen each,) 4 x 5 Solio.*"

This morning's mail contained an order like this :

1 dozen 5 x 8 plates.
½ " 4 x 5 "

How was this to be interpreted? If we enter an order for 1 package (1 dozen) 5 x 8 plates, then to be consistent we must enter an order also for "1 package (½ dozen) 4 x 5 plates" which is palpably wrong, as 4 x 5 plates are not packed less than 1 dozen in a box. What the dealer wanted was probably

12 packages (1 doz. each) 5 x 8 plates.
6 packages (1 doz. each) 4 x 5 plates.

But we are not sure, for he may not have been consistent and may have intended us to send

1 pkg., (1 doz.) 5 x 8 plates.
6 pkgs., (1 doz. each) 4 x 5 plates.

Again we receive an order like this :

2 dozen 3¼ x 4¼ Films.
½ dozen 4 x 5 Films.

Films are now furnished in rolls of double-two, six and twelve exposures each, for all the late models of Kodaks, besides we have two Kodaks making 3¼ x 4¼ and three Kodaks making 4 x 5 negatives, which do not take the same length of spool and the rolls of film are not interchangeable, so the question arises, shall we send this party

2 Rolls each containing 12 exposures for No. 3 Folding Pocket Kodak.

1 Roll containing 6 exposures for No. 4 Bulls-Eye Kodak or does he wish

24 Rolls 3¼ x 4¼ No. 3 Cartridge Kodak Film.

6 Rolls 4 x 5 No. 4 Cartridge Kodak Film

and in that case, how many exposures does he wish on each roll? Had the order been written

24 Rolls No. 3 F.P.K. Film 6 exposures.

6 Rolls No. 4 C.K. Film 12 exposures

we would know exactly what to send. In ordering film the number of rolls, number of exposures on each roll, and the number of the Kodak in which the film is to be used should be plainly stated, for example

10	Rolls	No. 1	F.P.K.	Film	6	exposures.
40	"	" 2	B.E.	"	6	"
10	"	" 2	B.E.	"	12	"
4	"	" 2	B.E.	"	double 2.	
25	"	" 3	F.P.K.	"	6	exposures.
5	"	" 3	C.K.	"	6	"
15	"	" 4	C.K.	"	6	"
10	"	" 4	B.E.	"	12	"
5	"	" 4	S.F.K.	"	6	"
2	"	" 1	Brownie	"		
*2	Boxes	" 2		"		

*Brownie film is only put up in rolls of six exposures each.

Our only course is to use our best judgment and ship what we think he wants. If we hit it right, all good and well. If we miss, then Mr. Dealer will either send some goods back to us "express collect" or he will ask "Why did you ship

only part of my order? Send on balance of order by first express, charges prepaid. I do not understand why you make so many mistakes in filling my orders."

A compliance with our request as to the use of numerals and of the word package(s) will save time, express and patience.

ARISTO SELF-TONING MATTE.

This is a new collodion printing out paper made by the American Aristotype Co., designed especially for amateur use, and is manipulated exactly like Self-Toning Glossy Paper that has been on the market for some time. It should be printed about the shade desired in the finished print. For rich purple tone, use warm salt bath made in proportion of 1½ ounces of salt to 60 ounces of water. The price is the same as for the Aristo Self-Toning Glossy Paper, and will be put up in the same style packages, and under the same label as the Glossy, the two kinds being distinguished by simply stamping each package "Glossy" or "Matte" with a rubber stamp, according to contents.

OUR OUTFITS.

Quality considered our A B C and Bulls-Eye Developing and Printing Outfits have always been hard to beat. Changes made during the past year have brought them up to a higher standard than ever.

We have discarded the original paper lamp and substituted the triangular metal lamp, which has been in use for about a year. It is strictly a ruby light, made with especial reference to use with N. C. Film. We also call attention to the fact that these outfits are supplied with Eastman's Special Developer Powder, (which does not stain the fingers) and with the Kodak Acid Fixing Powder. It is intended as an outfit that will give the best possible results at the lowest possible price, a price which will get the amateur started along the right lines—using the right materials.

The Kodak Candle Lamps are also sold separately at 25 cents 1 st. Discount to the trade 40%. Extra candles 40 cents per dozen less 40%.

THE ADVERTISING CAMPAIGN.

"The best time to advertise is all the time," is an old adage with a good deal of truth in it. Nevertheless there are certain seasons when an extra effort seems advisable. The holiday season is one of them in the Kodak line. We shall do our part with vigor.

In the magazines we shall out-do ourselves. There are

back covers that have been engaged for nearly a year on which we shall exploit the pleasures of winter photography, and shall boom the sale of Kodaks and Brownies. Millions of magazine pages will talk Kodak to the reading public.

You should back this work up with a proper distribution of booklets. We will furnish them but we wish to announce thus far in advance that *they will be supplied upon request only.*

"Kodak in winter" is the title of the newest pamphlet. It consists of eight pages with the first and last pages in two colors. Two pages are devoted to telling of the pleasure in home portraiture, flash-light work and winter landscape work. The next two pages briefly describe, illustrate and list the Folding Pocket Kodaks, the sixth page is devoted to the Folding Brownie, the seventh page to the Developing Machine. The last page states that the pamphlet gives only an inkling of the Kodak line and that you (the dealer whose imprint appears) will be glad to send a complete catalogue or better still show the line.

We shall be pleased to furnish these pamphlets in such quantities as you are willing to mail, (they go in a No. 8 envelope) but we are sending them only upon request because we are more and more convinced that advertising matter which is sent to dealers who do not ask for it is more than likely to go to waste.

"Kodak Reflections." We still have a considerable quantity of these handsome little booklets on hand which we will supply, with imprint, to those dealers who ask for them. They are nearly as complete in the information they give as the catalogue and are cheaper to mail.

"Kodak Catalogues." There is a very limited supply of these on hand. We want every dealer to have a few in stock to give out in response to requests. They are too expensive to mail except to such people as have indicated that they are interested.

The new booklets "The Kodak in Winter," will be ready for distribution about Nov. 1st, and will be furnished in any reasonable quantity as we shall print as many as the trade will use to advantage. We ask, however, that you send your order in at once that we may be able to definitely provide the number required and may begin the work of imprinting addresses at the earliest possible moment.

The Kodak Reflections booklets will be supplied liberally as long as they last and we expect to be able to supply all reasonable requests for catalogues.

Electrotypes and our regular line of signs for the window are yours for the asking.

Now for a big holiday trade.

FOLDING BROWNIES.

Folding Brownies have caught the public fancy. We haven't really dared to let loose and boom them yet—but we shall begin before Christmas. And when such a good article at so popular a price has the Kodak advertising behind it there's going to be business and lots of it. The Christmas trade is becoming a more and more important factor every year. With the Folding Brownie as a leader this year will break all records. Our manufacturing department says that it can make a lot of them. Our sales and advertising departments say that they can sell a lot of them. We believe that the manufacturing end can keep up with the fast pace that will be set. But there is sure to be a tremendous demand and you should be prepared for it. Your safest course will be to place an early order and a big one. A window full of them won't last long. The quality, the price and the advertising will make them go. Do not take any chances on a shortage.

Remember that in selling Kodaks and Developing Machines for Christmas trade you are also making a future demand for film, papers, developing powders and other supplies; which you are not doing in selling any other line of goods.

Moral: Sell Kodaks and create this future demand.

KEEP 'EM INTERESTED.

It has been a good summer in the photographic business, especially in the amateur end of it. It is up to each individual dealer whether his fall and winter trade is to be proportionately good. It depends upon him whether the interest is to be sustained or is to be allowed to flag until the sunshine days come again. By our heavy general advertising we can help camera and film sales because we can talk to the general public. We can get people started, but we are not in touch with those who do start, and it is therefore the dealer's part to keep them going. This he can do by getting his customers interested in flash-light work, in home portraiture, in enlarging, in lantern slide making, and in trying the different kinds of papers. We are doing some advertising along this line in the photographic magazines, but they reach only a small percentage of the people who can be made to take an active all-the-year-round interest in photography.

Most of the amateur negatives made now-a-days are 4x5 or smaller. A considerable percentage of them is worth enlarging from and any amateur can get good results with

a Kodak Enlarging Camera. The sale of one of these cameras means a further sale of paper and supplies, means a profit to the dealer that will warrant an extra effort on his part. You should send circulars to all your customers whom you know to have small cameras—in many cases it will pay you to send a personal letter. Kodak Enlarging camera circulars will be furnished with imprint, in quantity, upon request.

CANDLES FOR KODAK CANDLE LAMPS.

Some of our friends are enquiring where they can obtain additional candles for these Lamps. We always have them in stock, price 40c. per dozen, $4.00 per gross, trade discount 40%.

THE CONVERTS COME.

If there lives a man who believes it a simple matter to upset the traditions of a generation, let him undertake it. At no time is it easy, but when the public thinks it sees a profit for the one who undertakes to do the upsetting, the task becomes doubly hard. The public shakes its head and looks wise, and remains unconvinced as long as it has an argumentative leg left to stand upon, and if ever there was a tradition that needed upsetting, yet was braced on every side by bias and prejudice, it was that of the "Individual Manipulation of Negatives." But it has been upset. The Kodak Developing Machine has accomplished its purpose. Every day it is in more common use and it isn't employed simply in the grinding out of the work of the army of "snap-shotters" either. It is used by those who love photography for itself alone, who are ambitious to rank among the best pictorial workers and who have the skill to enable them to satisfy that ambition. Among those who have recently come to recognize the advantages of machine development is Mr. Thos. A. Morgan, the president of the Denver Camera Club, and one of the best known photographic workers in the country. Mr. Morgan has for some time been an enthusiastic user of the Kodak and Kodak Film, making the greater part of his Salon pictures by enlargement from small Kodak negatives, still clinging, however, to the dark-room method of development. But he has now become a convert to the Kodak system in its entirety. In a recent letter he orders a style E. Kodak Developing Machine and adds:

"* * * * * I have always been a great believer in developing films one by one and manipulating them, but I have seen so much good work done by the machine, even better in most cases than those developed the old way that I have decided I must have a machine."

Yours truly,

THOS. A. MORGAN.

It's not so many years ago that the idea of using Kodaks and Film for serious work was pooh-poohed. But the work they did and the prizes they won for their operators overcame the prejudice which had existed against them. The Kodak Developing Machine is making even more rapid headway. A little more than two years on the market and the opposition is practically overcome. And it's not the amateurs alone that are using them. Dealers are using them in their commercial work *because they turn out better negatives* than the old method. Here is what one of them says:

"Possibly it may be of interest to you to know what the Kodak Developing Machine is doing in our developing department. We have a battery of eight developing machines on a table, accelerated by an electric motor which does our entire spool film developing and which gives us results that are *far superior* to any other method. Our battery of machines has been in constant use for over a year, thus proving its practicability. We also use your regular machine developing powders for this work. Our customers are pleased with the work and I believe that we are giving them the best possible results from their exposures. We are also getting good results with your powders and time development on plates by keeping the tray rocking constantly.

I am a firm believer in the Kodak Developing Machine and its principles."

Yours truly,

GEO. H. CHASE.

Mezzo-Tone is Simplest.

"HOME PORTRAITURE" AS A BUSINESS CENTER.

Of all branches of photography, portraiture is without doubt the most interesting, and anything which will get people started in this line of work is directly a benefit to the dealer.

Seeds for a good harvest of business may be sown with Mr. Frank M. Steadman's book "Home Portraiture." The book already has met with a ready sale. The first edition has been nearly exhausted and a new one is in preparation The sale of the book at 25 cents (paper cover) and 75 cents (bound in leather) means profit in itself. But its greater value is that by enabling the amateur to make good home portraits, it stimulates him in photographic work.

We believe it will pay every dealer to make a push on Mr. Steadman's book. We have some half-tone electros like the picture on page 8 of the Trade Circular which we will gladly furnish dealers for newspaper advertising. The original portrait was made by the Steadman system. We will send the cut to dealers upon request. The number is 285.

With Mezzo-Tone there's no chance for mistakes in making up the toning bath.

You can make beautiful Kodak portraits by the

Steadman System of Home Portraiture

**An accurate method of timing exposures—
New ideas in posing and lighting.**

"Home Portraiture" (illustrated)
by Frank M. Steadman, paper cover, - - - - - - - - .25
Do., with handsome leather cover, - - - - - - - - - .75

For Sale by

Richard Roe & Co.

FOR TRADE CIRCULATION ONLY.

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN."

Vol. I. No. 8 TORONTO, CAN. NOVEMBER, 1904

N. C. Film. 1-600 Sec. Stop *f.* 6.8. Leonard B. Robinson

"IOWA" WINNING A HEAT IN 2:10¼.

TOO FAST FOR IOWA.

N. C. FILM CATCHES THE FAMOUS PACER IN $\frac{1}{600}$ OF A SECOND.

Evidence of the *quality* of N. C. Film and of the perfect working of the Developing Machine has been coming in very rapidly of late, but we have never harped very much on the extreme speed of our film because we believe that speed is not the first desideratum in film or plate. A letter and photograph received from Mr. Leonard B. Robinson of Sioux City, Iowa, covering the speed question are both so good, however, that we feel

the trade should have the benefit of them.

THE LETTER.

Sioux City, Ia., Oct. 7, 1904.

EASTMAN KODAK COMPANY,

Gentlemen:—

Like many other amateurs I have long used the Eastman roll films for ordinary work. Last month a big fair was held at Sioux City and races were given on the fastest track in the west, and one of the acknowledged best in the country.

I wished to make a large number of negatives of these races and had not enough holders for dry plates. I therefore determined to see if I could not use my roll-holder and film, and get passable results. I could carry plenty of rolls and develop them in the Kodak Developing Machine and hoped the convenience of using such material would compensate for not using the most rapid dry plates on the market.

I am sending you by this mail an 8 x 10 Bromide enlargement of one of my negatives made as above, full data being written on the back. The original negatives are all 4 x 5, and while I believe this one to be a jewel in the way of high speed work, I have nearly a hundred others just as perfect.

This is another argument for your developing machine and is certainly proof of the extreme rapidity of your film. Recollect the lens worked only at *f.* 6.8.

Very truly yours,
LEONARD B. ROBINSON.

In addition to the data given in the letter Mr. Robinson gives the following facts:

"Iowa," pacer, property of H. Woods, Eldon, Ia., winning a heat in 2:10¼ at Sioux City, Sept. 9, 1904. Eastman N. C. Film, lens *f.* 6.8, exposure $\frac{1}{600}$ second. Machine Developed Negative. Print enlarged on Eastman's Platino.

He pertinently concludes the data with the question:

Is Eastman Film Fast?

It's the season for pushing:

Portrait Attachments,

Kodak Enlarging Cameras,

Flash Sheets

They all help in the sale of other materials too.

TEN MILLION ! !

This is the number of copies of big forceful Kodak Ads that is to be printed in the December Monthlies and Weeklies in the United States.

NEARLY 8,000,000 FULL PAGES of which more than 3,000,000 will be back covers in two colors or more.

ADVERTISING EXPERTS ESTIMATE THAT 20 PER. CENT OF THESE PUBLICATIONS ARE CIRCULATED IN CANADA.

It has been aptly said that "Advertising is an expression of confidence in one's own goods."

It is a supreme confidence in the quality and attractiveness of our own goods that has given us the courage to plan and execute our aggressive Christmas Campaign. We believe in the Kodak system; we believe in the inherent love for pictures in the human race; we believe that a forceful presentation of our faith in our goods will make other people interested in them. We believe that there is going to be a greater trade in photographic goods than has ever before been seen at Christmas time.

There are several reasons for this: The Christmas Kodak business has been increasing for several years — times are good and money is plenty — We are putting out more Christmas advertising than ever before—interest in home portraiture, in flash-light work and in all the year round use of the camera is steadily growing.

These are all good reasons but there is another that is more important than any of them — the No. 2 Folding Brownie.

It has already had a large sale with practically no advertising, but millions of people will know about it before stocking filling time, and thousands will buy. Our Christmas magazine advertising is of two kinds. One series is to stir up an interest in the home side of Kodakery, advertisements in which we try to show that where there are children, there Kodaks should also be. In the other series we technically describe the No. 2 Folding Brownie and touch upon its appropriateness as a Christmas gift. Most people will see both ads. Many will buy. Where they buy will depend largely upon your newspaper advertisements, your show windows and the good circularizing that you do. Of course, *more people* will buy if you join your advertising with ours, otherwise why should we take this trouble to urge you to join us.

Christmas booklets (The Kodak in Winter), electrotypes and window signs are yours for the asking.

Drawn for Eastman Kodak Co., courtesy Collier's Weekly. Copyright, 1904, Collier's Weekly.

A Christmas Morning KODAK

Where there's a child, there should the Kodak be. As a means of keeping green the Christmas memories, or as a gift, it's a holiday delight.

Kodaks from $5.00 to $97.00. Brownie Cameras (They work like Kodaks) $1, $2, $5. Kodak Developing Machines, $2.50 to $10.00.

CANADIAN KODAK CO., Limited

Catalogue free at the dealers or by mail.

Toronto, Canada.

Reduced from Advertisement we shall use in the 25 and 35 cent magazines, and in colors on many back cover pages of the big weeklies about December first.

ALL EASTMAN.

AN ENTHUSIASTIC AMATEUR WHO USES KODAK PRODUCTS EXCLUSIVELY—WHICH FACT PROBABLY ACCOUNTS FOR HIS ENTHUSIASM.

Rangeley Lake House,
Rangeley, Maine,
July 31st, 1904.

NEPERA DIVISION,
EASTMAN KODAK COMPANY,
ROCHESTER, N.Y.

Gentlemen,—

I have tried this new developer (N.A.) with your Carbon, Special Carbon, Velvet Velox, Glossy and Special Glossy Papers, in fact with all your different makes of Velox Papers, and with them all I had perfect success, no stains of any kind; in fact the pictures were the best I have ever made, and I like it much better than the old developer.

Since I have been up here, my family and I have taken over one thousand pictures. Every one of them I have developed myself, and done all the printing. We have nine of your cameras and use nothing but your goods.

I do not know what I would have done without your Kodak Developing Machines; they are better than you claim them to be, and I am happy to say that I have one of each size you make. They all give more than satisfaction and are all in constant use; in fact I may say daily use.

My little son of seven years has one of your new No. 2 Folding Brownies, and has made many very fine pictures; in fact all he has taken have proved to be good, and I am proud to say have been the means of a great many Brownies being sold. He also can develop and print, which proves how simple you have made the work, and he is devoted to his Brownie.

Very truly yours,

ALBERT B. HILTON.

A SHORT STORY OF A BUSY MAN.

Smith was a busy man, not rich, but with a good income. He was fond of his family, and like most men dreaded the responsibilities of Christmas buying.

At 10:30 on the evening of December 10th Smith finished reading his *Saturday Evening Post*, glanced sleepily at the Kodak ad. on the back cover, wondered for a moment what it cost, and went to bed.

At breakfast on December 14th Smith's boy gently hinted that, in addition to the skates, he thought a Brownie Camera would be a nice thing for Christmas. Incidentally he mentioned having seen it advertised in the *Youth's Companion*. Smith said, "'twould cost too much to run it," hurriedly swallowed his coffee and rushed away to the office.

On the way down town he saw Richard Roe's Kodak ad. in his morning paper, wondered what a good one would cost, and then forgot all about it.

When, on the evening of December 16th, Smith's wife called his attention to the advertisement about taking baby pictures with a Kodak which she had seen in the *Ladies' Home Journal*, he said he didn't believe that anybody but an expert could do it, and immediately dropped Kodak from his mind as he plunged into Jasper's weekly financial letter in *Leslie's*. He was a little provoked when he ran into a Kodak ad. as he turned the page.

Smith escaped the Kodak publicity pretty well the next day, but on the following he struck a strong Kodak display in *Puck* at the barber shop, another in *Life* at the club, and then his eyes lighted on Richard Roe's Kodak ad. in the street car on the way home.

Smith gets most of his mail at the office, but now and then some one addresses him at the house. He wasn't very busy on the night of the twentieth and spent four minutes and twenty-six seconds looking over the Kodak booklet that Richard Roe had mailed him.

On the 22nd Smith began to feel guilty because he had made no Christmas purchases, and as he was going along the street was attracted by the display of Kodaks and Brownies in Roe's window. He went inside and it took the salesman just eleven minutes to fit him out with a No. 3 A and Portrait Attachment for Mrs. Smith and a No. 2 Brownie for the Junior Smith, to say nothing of a few rolls of film for each.

All of which goes to show that if Richard Roe had not followed up the work in the general magazines by local advertising our work would have probably come to naught and if it had not been for the ads we paid for in the magazines and weeklies, Mr. Roe's efforts would have availed nothing.

Moral:

Make people know that you sell Kodaks.

CARS of BROWNIES.

We wanted to get up something a little out of the ordinary to help dealers in their Christmas advertising. "Why don't you have a train of Kodaks," somebody said. This looked good, and for about a week half the members of the Advertising Department became an engineering corps and construction force. The result you will see on pages 8 and 9 of the Trade Circular.

We have an idea that this cut, which will reproduce well, can be used by dealers to advantage in some Christmas newspaper advertising, following the idea of the ad. beneath the cut. The cut will certainly attract attention to the Kodak line. Besides, if you want to follow up the idea a little farther, you could easily build an actual train of Brownie cars in your show window. Our train we made of Folding Brownies and empty film spools; we used a Folding Brownie and a Folding Pocket Kodak and the inside of a No. 1 Brownie to make the engine, with a film spool, as you will see, for a smoke stack, and a Brownie finder head-light. The driving wheels are tripod heads, and the telegraph poles are Flexo spool rods and winding keys.

A first-class winter effect can be added by making up a landscape of sand and then covering the surface with fine table salt.

Our Advertising Department will be glad to send the Kodak train cut to any dealer upon request. Please order by the number, which is 286.

STILL THEY COME.

ANOTHER WELL KNOWN WORKER SURRENDERS TO THE KODAK DEVELOPING MACHINE.

The time method of development has won. The Kodak Developing Machine has led the forces in favor of it and the skeptics are routed. It is not only films now but plates too. The authorities are beginning to agree and the photographic magazines are full of articles advocating the "time" system In the October *Camera*, Felix Raymer touches the subject of development in his article on "Flash Light Photography."

"There has been much said about the developing of a plate, but in my opinion there has been a greater bugaboo made over it than the importance of the case warrants. If the exposure has been anywhere near right even a child can develop the negative. In fact all that is necessary will be for some one to place the plate in the developer, and *time it, and when the proper time has been passed take the plate out.* There is no necessity for examining it while developing, and in fact it has been my experience the more you examine the plate during the progress of development the less of a rich quality is there secured."

One of the best known and most progressive of the many earnest workers in the New York Camera Club is Mr. Harry Coutant. Mr. Coutant is intensely practical. A theory does not satisfy him and so he has been making some careful tests of the working of the Kodak Developing Machine. In a recent letter in which he spoke most enthusiastically of the new N. A. Velox Liquid Developer, he also had this to say of the Kodak Developing Machine:

I have lately also been trying your Kodak Developing Machine, and am glad to say that the results obtained were most surprising. Although I knew the theory was correct still I have been somewhat skeptical but after my experience with it am convinced that it's use is the only rational way to develop a film

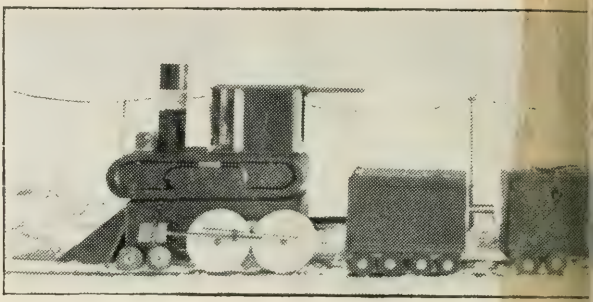
HARRY COUTANT.

Hurry along your order for the new Christmas booklet

"The Kodak in Winter"

if you want us to furnish them with your imprint.

How many can you USE to good advantage ?



Christmas

Brownie

just rece

Toronto, the Hor

ALL THE NEWEST
THE LATEST THINGS IN

Brownie Cameras, $1 to $5. Kodaks, $5 to $

LET US HELP YOU SETT

Richard

hipment of

Cameras

ed from

e of the Kodak.

ODAK MODELS—
IOTOGRAPHIC GOODS

. Kodak Developing Machines, $2.50 to $10.

THE "GIFT QUESTION."

Loe & Co.

Copyright 1904, Colliers Weekly.

James H. Hare, Collier's War-Photographer with the Main Division of the Japanese Army, whose Machine Developed Kodak Pictures have so fully portrayed the tragic scenes around Liao-Yang.

ANOTHER GREAT VICTORY IN MANCHURIA.

Just as we are going to press comes the announcement that the Nov. 5th number of Collier's Weekly is to contain Frederick Palmer's account of the fighting at Liao-Yang, which he characterizes as the "Greatest Battle since Gettysburg." The story of the battle is superbly illustrated by photographs taken by Collier's War Photographer, James H. Hare, and every one of them was made with a Kodak and the Kodak Developing Machine. On page 10 we give a reproduction from one of them showing Mr Hare in company with a Japanese officer.

The success which the Kodak has achieved at the front would have been remarkable under any circumstances, but it is the more marked from the fact that many plate cameras were taken to the front—or as near to the front as they could be carried—yet practically all of the really important pictures which have been published are from Kodak negatives.

To this fact we have the testimony of an array of brilliant correspondents and enterprising publishers. The new facts that are coming out almost daily show the exceptional reliability of the Kodak —its adaptation to work of the most important character.

We opine that in future little will be heard from those who in the past, for pecuniary reasons, have proclaimed in their writings that "Kodaks are never used for serious work."

OTHER KODAKS AT THE FRONT.

Mr. Percy Phillips, a war correspondent sent out by the "Daily Express," who has recently returned from the seat of war, has brought back about 900 films taken with the No. 3A Folding Pocket Kodak. All of these were developed in the Kodak daylight developing machine, and some sixty-five reproductions from these negatives have already appeared in the "Illustrated London News." Prints are now being made from the rest of the negatives by KODAK, Limited, and a fine collection of reproductions of the stirring scenes of the last few months will result from them. — *British Journal of Photography.*

EASTMAN KODAK COMPANY,
Rochester, N. Y.

Dear Sirs:

I have recently returned from Manchuria, where I have been serving as war correspondent for the London "Daily Chronicle." While there I used your Pocket Folding Kodak and wish to testify to the general success which attended my efforts with it. In my story of Manchurian Adventures which appeared in the July "Sunset Magazine," illustrated by photos taken by myself, I wish to state that all of the aforesaid pictures were taken by the use of the Eastman, including the photo of myself which James F. J. Archibald took for me. * * *

Very truly yours,
GEORGE F. BRONSON-HOWARD.

The truth from the seat of war is that the Kodak and the Kodak Developing Machine are carrying everything before them. Colonel Archibald, to whom Mr. Bronson-Howard refers above is a most enthusiastic devotee of the Kodak, and

so far as we know was the first of the war correspondents to make use of the Developing Machine, he having used it with marked success in the late difficulty between Venezuela and Germany.

Wm. Dinwiddie, who is still at the front, carried a Kodak through the Spanish war, using it daily under the most trying circumstances in the Cuban and Porto Rican campaigns and expressing himself enthusiastically over the results after his return. George Kennan, the famous writer on Russian topics, is also at the front and from him we have already published an endorsement of the Kodak and Machine.

Perhaps the photographic situation in the far East is best summed up by the statement of Collier's Weekly that ninety per cent. of the pictures of important events at the seat of war received by them are on films.

In war as in peace the Kodak is at the front.

A PROFITABLE SCHEME.

There is money in the following suggestion for every dealer that runs a developing and printing department. We know whereof we speak, for we have tried it ourselves with splendid results. We are glad to give the information to you, for our developing and printing department, though carefully conducted, is only an incident to our business. We are glad to let you have the developing, printing and enlarging orders; we are satisfied when we sell the paper and chemicals.

This is the scheme: Have a competent man look over all negatives that pass through your develop and print department, and pick out such as have genuine merit—such as will make really excellent enlargements—and put them in a separate envelope before they are returned to your customer, on the outside of which envelope you should have a printed notice about as follows:

A SUGGESTION.

The enclosed negatives will make very good Bromide enlargements suitable for framing, and we suggest that a satisfactory size would be 8 by 10 inches. The price of such enlargements mounted on card, with proper margins, would be 75c. each.

Dealer's name.
Dealer's address.

In our own practice we have envelopes of several styles—some recommending 8x10 enlargements, some 14x17, etc. and we are careful not to advise enlargements of too great size, but only such as can be well made from the negative. Then the customer comes back and wants more.

If you do not conduct an enlarging department of your own, you can, of course, have enlargements made at trade prices, and get a neat profit out of it for yourself.

This plan has proven profitable with us; we see no reason why others who do developing and printing for amateurs cannot make it equally so.

HOW A DEALER MULTIPLIED HIS BUSINESS FIVE TIMES IN ONE YEAR.

AN INTERESTING EXPERIENCE WITH A MORAL FOR YOU, FROM THE LONDON K. T. C.

In a large country town, not much more than a year ago, a certain business that had already done a fairly large trade in photographic goods as a side line came under new management.

The new proprietor, who had had a good experience of photographic trade, especially Kodak trade, in another town, saw great possibilities with Kodak goods in his new business, and set out for the trade. This is how he started in. First of all he decked out half his window so as to get the brighest show of goods possible in a space not exceeding 5 feet long, 8 feet high, and 4 feet deep. He separated out the Kodak Daylight system from other photographic goods, gave them the best part of the window, and ticketed and announced everything clearly. He made his window speak. His past experience had proved to him that he could make more new business on Kodak Daylight Loading goods than on other lines. He troubled us for showcards, specimens, booklets, etc.; nothing special—just the regular things we are always pleased to send out to dealers who will use them to increase their business. Next he put advertisements in the local papers, letting the public know he was all right for photo goods, especially Kodak goods. Next he got out an advertisement on the trams that passed his door: also a big day and night-sign over his premises.

Demonstrations on the Kodak Developing Machine, Dekko paper, and with the Film Pack were announced in turn, sometimesin the window,sometimes as part of the newspaper advertisement.

Quickly and surely the business grew. *Where the net purchase of Kodak goods had been a hundred pounds, they became five hundred in just a year, and at the present time they are still rapidly increasing.*

Four-fifths of this increase, too, without diverting or taking Kodak business from any other dealers.

What does it mean? It means that by the same methods new business to the same degree can be built up on Kodak goods in most large-sized towns. It merely bears out what we have preached time and again, that with the simple Kodak no-dark-room system of photography new photographers can be made right and left by the dealer who will take the trouble to get the general public to look and listen.

Put the simplicity, cleanliness and efficiency of Kodak photography attractively forward in your window, demonstrate it when and where pos-

sible, and the business will surely follow.

Start your customers on the simple Kodak system and you start them right—less margin for failures and, therefore, more pleased customers, who are always an advertisement for you. You start them right for their own interests, and you put yourself right for profitable after sales.

Kodak goods are so well advertised and known that in most cases they are half sold before the would-be purchaser enters your shop. The protected profits are magnificent too; and we say again that no other line of goods will so quickly and surely build up a photographic business for you.

The entire abolition of the dark-room, and the proper understanding of daylight machine development, heralds a new era, and your policy is to work on it. Try it!

When one takes into consideration the fact that there is no toning solution to be used with Mezzo-Tone it's not an expensive paper.

IF YOU PLEASE.

It would be a matter of great accommodation to our order and billing clerks, if dealers would so make their orders that the goods of one classification would come together instead of being scattered through the order. For instance it would help us in the matter of extensions, in the making out of the conditional memorandums and in our dissection of sales if your orders were grouped as follows :

Developing Out Papers.
Printing Out Papers.
Cameras.
Film.
Plates, etc.

Do not, if you please, order like this :

Velox,
Solio,
Dekko,
Kodaks,
Film,
Kloro,
Brownies,

but like this :

Velox,
Dekko,
Solio
Kloro,
Kodaks,
Brownies,
Film.

It will be really little trouble for you to classify as requested. It will be a great help to us on busy days, and will materially decrease the liability to mistakes.

Get Santa Claus for a Brownie Customer.

THE TEST TELLS.

New York, Oct. 8th, 1904.

DEAR SIRS:

I have dabbled in photography all my life, and when I bought a two-dollar "Brownie" camera some time ago it was more or less as an experiment.

I intended to develop the films by the ordinary dark-room method, but the dealer overpersuaded me, and I purchased a $2.50 "Daylight Developing Set," to fit the camera, though I was openly skeptical of getting even passable results from it.

Out of the fifty odd time and instantaneous exposures I made and developed in the machine, only two were not worth printing and nearly all the rest were pictures which I have failed to equal with appliances costing many times the price of those I used.

When people talk to me of the impracticability of "Daylight Developing Machines," I have only one argument,—"Try them and see." Believe me,

Yours truly,

F. J. KNIGHT ADKIN.

TO EASTMAN KODAK CO.

Buy your Boy a

BROWNIE

He'll have great fun taking pictures. It's instructive, too.

We sell

Brownie Cameras

$1.00, $2.00, $5.00

JOHN SMITH & CO.

The two books that will do most to help you keep the amateurs interested during the winter months are

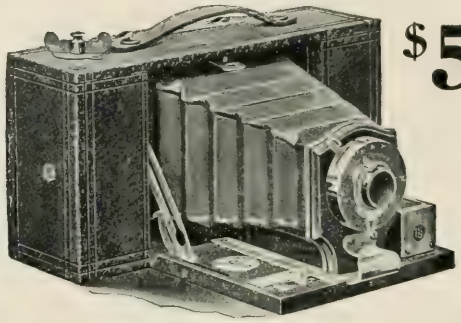
STEADMAN'S "HOME PORTRAITURE"

and

RITCH'S "AMATEUR PORTRAITURE BY FLASH-LIGHT."

Neither book shoots over the amateur's head—both are full of valuable information.

"Almost a Kodak."



$5.00

The New No. 2
Folding Brownie

More of a camera than has ever before been offered at the price. Good enough to satisfy grown people—simple enough for the children. A Christmas delight to either.

Has automatic shutter with iris diaphragm stops, meniscus lens, automatic focusing device, reversible finder, two tripod sockets. Uses daylight film cartridges for 6 exposures, 2¼ x 3¼ inches.

BROWNIES, $1, $2, $5. KODAKS, $5 to $97.
DEVELOPING MACHINES, $2.50 to $10.

CANADIAN KODAK CO., LIMITED,

Catalogues free at the dealers or by mail.

Toronto, Can.

Reduced from December Advertisement we shall use in many ten cent magazines of large circulation and in several juvenile publications.

FOR TRADE CIRCULATION ONLY.

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN."

Vol. I, No. 9 TORONTO, CAN. DECEMBER, 1904

GET MR. CLAUS FOR A BROWNIE CUSTOMER.

If people would only spread their Christmas shopping over a period of three or four months instead of confining it to that many weeks, it would be easier for dealer and manufacturer to feel the demand and make his plans accordingly, but those Utopian conditions do not exist and the only alternative is to stock up in anticipation of the demand that is to come. We can hardly see how there can fail to be a tremendous call for No. 2 Folding Brownies, but even if this should fall short of our expectations there is no harm in every dealer having a stock of them. They work perfectly, they offer more for the money than has ever before been offered in a camera, they are being widely advertised and this advertising will be continued. A surplus is far preferable to a shortage, for they are a photographic staple. Don't get caught without them when it's too late to supply your Christmas trade.

Plant the Brownie Acorn and the Kodak Oak will grow.

SEPIA TONES ON VELOX PAPER

BY A NEW AND SIMPLE PROCESS. VELOX RE-DEVELOPER A PROFITABLE SUNDRY.

For certain subjects there is no question of the desirability of warm Sepia tones. The Hypo-Alum bath has given good satisfaction to many users of Velox and of Bromide papers. It was a distinct step in advance of the old uranium toning, because prints toned with it did not bronze in the shadows, as was the case with the uranium method. But there is progress in photography and the new method of securing Sepia tones just perfected is far in advance of the Hypo-Alum bath, in that it is extremely simple and rapid, the process taking about two minutes as against twelve to sixteen hours.

"Velox Re-Developer" is the name of the new product which we offer for Sepia toning, and the enthusiasm with which it has been received by a number of our customers to whom we furnished trial

samples, insures for it a large sale among the users of Velox and Bromide.

The simplicity and rapidity of the process, together with the quality, uniformity and permanency of the results, promise to make it take the place of the difficult Platinum process and of the simple but slow Hypo-Alum method of toning.

PERMANENCY: Prints toned in Hypo-Alum have been proved permanent by thousands of users of Velox, and in exploiting Velox Re-Developer the first statement we wish to make is that treating a Velox print according to our new process gives a chemical result practically identical with that obtained by the Hypo-Alum toning, also that the Re-Developed print suffers *no change* in detail or gradation.

QUALITY: Re-Developed Velvet Velox rivals Sepia Carbon, while Special Rough prints turned Sepia by our method appeal to the majority of photographers as being superior to Sepia Platinum. A Velox print of any texture of surface which when made was *evenly fixed* and *thoroughly washed*, will give a desirable result when re-developed.

COST: Three hundred 4 x 5 prints can be re-developed by the contents of a 50-cent package.

The extreme simplicity of the process will be readily understood by reading the following directions:

TO PREPARE SOLUTIONS: Prepare bleaching bath by dissolving contents of one capsule (marked Bleaching Agent) in four ounces of water to which should be added three drops of pure aqua ammonia

Prepare re-developing solution by mixing one-half ounce of the liquid from the bottle with one pint of water.

DIRECTIONS: (1) Immerse print in bleaching bath, letting it remain until only faint traces of half-tone are left. (The image will then resemble that of an undeveloped platinum print.) This operation should take about one minute.

(2) Rinse thoroughly in clean, cold water.

(3) Place in re-developing solution until original detail returns. (For about fifteen seconds.)

(4) Wash for half an hour in running water.

A package of Velox RE-DEVELOPER contains 14 capsules of bleaching agent and a 4 oz. bottle of concentrated Re-Developer.

RETAIL PRICE, 50 Cents.

Discount to the trade.

Lots of less than 1 dozen packages, - - - 30%
1 dozen packages, - - 35%
Case lots, - - - 40%

48 packages constitute a case.

A FEW COMMENTS ON VELOX RE-DEVELOPER.

"I have tried the Re-Developer thoroughly and wish to report that everything is perfectly satisfactory as you state. In my opinion it exceeds everything in that line on account of its simplicity and sure results. It seems impossible not to get just the dark, rich brown color. One print which I re-developed was about two years old."

(Signed) R. D. MUMFORD,
Philadelphia, Pa.

"I have given the Velox Re-Developer a careful trial on Carbon Velox and was able with it to get beautiful sepia effects. The tone obtainable with this agent rivals the tone obtained by mercury development of Platinum papers and is distinct addition to Velox printing."

(Signed) JOSEPH F. SMITH,
Chicago, Ill.

"The Re-Development process is very simple and the results beautiful and I must congratulate you on this last addition to the Eastman family, and from the admiration expressed by both amateurs and professionals that I have shown the prints to, there is every reason to think that this fledgeling will grow rapidly."

(Signed) E. STANLEY THOMAS,
Fremont, O.

"I spent an evening last week trying the Re-Developer and found the process so interesting and yet so simple, that I toned about three dozen prints that one evening.

Most of these had been thrown aside as unsatisfactory for some reason or other, but some of them were so much improved by the process that they now occupy a place in my album. You certainly deserve the thanks of all amateurs for making this interesting process so simple for them."

(Signed) A. E. KOEHLER,
Yonkers, N. Y.

"I tried your Velox Re-Developer and will say that I do not see what more anyone can wish for if they desire Sepia color. It is a simple process and takes no time worth mentioning.

(Signed) W. W. COLVIN,
Milwaukee, Wis.

BOOK OF THE £1,000 KODAK EXHIBITION.

Following the close of the £1,000 Kodak Competition, an exhibition of the best work was held in the Kodak Galleries in London, creating a deep interest among critical photographers in the results obtained with N. C. Film and with Kodoid Plates. These pictures tell so strong a story of the excellence of Kodak products that we cannot let pass the opportunity of issuing something in book form for the delight of American amateurs.

In the "Book of the £1,000 Kodak Exhibition" we have tried, with some degree of success, to produce a little volume that is in keeping with the quality of the Kodak products. Necessarily the pictures, some three score in number, are reproduced by the half tone process, but the cuts have been made with care, cost has not been considered in paper or in printing, and the cover, which is of Japanese parchment, printed in green and gold is daintily harmonious. The little book will, we think, be something better than has ever before been issued by the Kodak Press. It costs too much to give away, especially as we devote very little space to talking shop. We have made the price a quarter of a dollar, except to Kodak dealers, who may have it for fifteen cents. As we shall tell people about the book in the magazines the dealer can certainly sell very many copies. It's an advertising scheme, of course, otherwise we could not afford to sell it for less than cost.

The first edition will be ready Dec. 10th. If you have it on your counter, many Christmas shoppers will be likely to leave their quarters for it,

BOOKS FOR THE AMATEUR.

"Home Portraiture" by F. M. Steadman :

Cardboard cover, -	$ .25
Leather cover, - -	.75
Discount to the trade,	40%

"Amateur Portraiture by Flash-Light," by Wm. S. Ritch :

Paper cover, - -	$ .10
Discount to the trade,	40%

"Picture Taking and Picture Making":

Paper cover, - -	$ .50
Cloth cover, - -	1.00
Discount to the trade,	40%

Much the Best—

Eastman's Flash Sheets.

NEPERA SOLUTION.

A Universal Developer.

The less chemicals the amateur has to bother with, the better he likes it. As a rule, he hasn't much time to devote to his hobby and has less space to devote to his paraphernalia. We have fixed it so that he gets along very well without a dark-room. Now we have worked up an idea whereby he gets along with one developer—simply converting it to different uses by dilution and the use of a capsule. The idea is a brilliant one, and what is more important—it works. Nepera Solution is good with any kind of Velox (except Glossy), works beautifully with Dekko or Bromide Paper, or Lantern Slides, requiring only more or less dilution according to the use it is to be put to. And it's equally good for film or plates. Dilute it some more and dump in the contents of a Nepera capsule and you have a developer that will give negatives in every respect equal to those made with Pyro (we always have sworn by Pyro), will be uniform in color and gradation, and in cases of under-exposure will stand a remarkable amount of forcing without fogging.

Nepera Solution is not only convenient and effective, but it is economical to use and will, we believe, prove attractive to the consumer and the dealer. It will be easy for you to get your customers interested because of the novelty of the scheme. They will continue to use it because it gives good results. The price, considering the quality, is low; the profit to the trade is liberal.

THE PRICE.

4 oz. bottle Nepera Solution (package contains 4 capsules for converting to film and plate developer),	$ .25
16 oz. bottle Nepera Solution (without capsules),	.60
½ gal. bottle Nepera Solution (without capsules),	1.60
5 gal. keg Nepera Solution (without capsules),	16.00
Nepera capsules, per pkg. 1 doz.,	.15

Note: For use with the film or plates, 1 Nepera Capsule is to be dissolved in 8 ozs. of water and ½ oz. of Nepera Solution is then added.

DISCOUNT TO THE TRADE.

4 oz. and 16 oz. bottles Nepera Solution, lots of less than 1 doz.,	30%
Do., 1 doz. bottles of one size,	35%
Do., case lots,	40%
96 of the 4 oz. or 36 of the 16 oz. bottles constitute a case.	
*½ gal. bottles, Nepera Solution,	25%
*5 gal. kegs,	25%
*Nepera Capsules,	25%

*No additional discount for quantity.

VELOX HARDENER IN 4 OZ. BOTTLES.

There having been a considerable call for Velox Liquid Hardener in 4-oz. bottles, it will be so furnished in future, at 15 cents per bottle.

Discount to the Trade.

Less than 1 dozen lots, - 30%
Lots of 1 dozen bottles, - 35%
Case lots, - - - 40%

A case consists of 96 bottles.

THE NEW COMPETITION.

AN INNOVATION IN PHOTOGRAPHIC CONTESTS.

Enclosed with this number of the Trade Circular is a sheet giving the full conditions of the 1905 Kodak Competition. We are certain that much good comes to the trade from all such contests—we believe that the plan of the new one will result in its being the most successful competition that has ever been held.

A drawback to previous competitions has been the fact that many amateurs felt it useless to compete against their more experienced brothers while not a few of those who have become famous as photographers have been afraid to enter lest they might be awarded a forty-ninth prize and see, in the photographic publications, their famous names at the foot of a list of "unknowns."

The terms of the 1905 Kodak Competition overcomes both of these difficulties. It provides separate classes for the novice and for those who have hitherto been successful and then bunches the prizes below fifth so that all such awards will be simply "Honorable Mention" together with a substantial prize.

We hope that every dealer will join with us in booming this contest; will take it to the novice and to the expert; will make the most of the opportunity it gives him to increase his business.

Circulars will be supplied upon request.

THERE IS NO SECOND.

The *Book-Keeper and Business Man's Magazine*, asked, in a circular letter sent out to some 5,000 of its readers a lot of questions about their purchases, did they have automobiles? If so, what kind? What soap did they use? etc. Among the questions was: "What make of Photograph Camera have you?" The answers remind us of the story of the first winning of the America cup in 1851.

"What yacht wins?" asked the queen.

"The America, your majesty."

"And what yacht is second?"

"There is no second, your majesty."

One thousand and one people answered the queries about cameras. Of these 663 had cameras, of which 562 were Eastman, the remaining 101 being divided among 28 different makes.

In photography the Eastman goods win and there is no second.

TRADE BY "PREARRANGEMENT."

"Preparedness" and "Prearrangement" are the two rather uncomfortable words that the newspaper correspondents use in describing the conditions in the Japanese campaign that have resulted in the brilliant victories of the little men over their big adversaries. They seem, in fact, to be prepared not only for the

expected but for the unexpected as well.

Such a campaign has strength —whether in the war of guns or the war of business. There's a Christmas Campaign right at hand. Prearrange a successful fight for Christmas trade by having the goods and displaying them. Because trade has been dull during November don't think you are not going to have a big December. It's *always* quiet in November—the lull before the storm.

Our Christmas advertising is just beginning its work—you may not have felt the effects yet, but you will. If yours is to be a campaign of "prearrangement" a quick order for goods is necessary. We especially urge that you prepare for the demand for the Folding Brownies, and that you increase the demand by showing a window full.

The Brownie train suggested in last month's circular will help to attract.

Let us know your wants in cuts and signs and booklets. We are willing to help you "prearrange."

MAGNETS.

Revised by Mr. Palmer.

It is always an advantage to have a new, strong advertising leader—something with merit and novelty in it. The Kodak merchants are fortunate this year in having such a trade magnet as the No. 2 Folding Brownie with which to interest the general public. To interest those who are already in photography, and who appreciate a camera in the most compact form, there are the six sizes of Folding Pocket Kodaks, besides the No. 3 F. P. K. DeLuxe. There are a large number of amateurs who are not the happy possessors of one of these instruments, but we doubt if there is one among them who would not be pleased to own such an instrument. Either article makes an appropriate Christmas gift; is worth pushing with vigor just at this time. To help a little we have prepared two suggestion ads. for this issue, the Brownie cut is No. 204, the Folding Pocket is No. 172. We will furnish either or both, or any of the other Kodak cuts as shown in our list of cuts free on application. They are suitable for newspaper work.

ORDERING PORTRAIT ATTACHMENTS.

In ordering Kodak Portrait Attachments, dealers should take care to give the exact designation of the cameras for which they are intended; also specify with what lens and shutter the cameras are equipped. This will insure getting attachments that will fit the instruments for which you wish them, as there are different sized portrait attachments for different equipments on the same Kodak.

It's the last minute

For ordering Booklets and Cuts for your Christmas Advertising

See Dec/07 Circular

A New Grade Of American Platinum Paper

EXTRA HEAVY SMOOTH

AMERICAN PRICE LIST

	PER DOZ.
3½ x 3½	$ 30
3¼ x 4¼	30
4 x 5	50
3⅞ x 5½ (Cab.)	55
4¼ x 5½	55
4¼ x 6½	60
5 x 7	80
5 x 8	85
5½ x 7¾	1 00
6½ x 8½	1 25
8 x 10	1 75
10 x 12	2 65
11 x 14	3 45
14 x 17	5 00
16 x 20	7 00
20 x 26	10 50
20 x 26 ½ sheet	90
Roll, 20 in. wide, 26 ft. long	10 50
½ Roll (13 ft.)	5 25
¼ " (6½ ft.)	2 65

TRADE DISCOUNT, 40%.

Above prices and discount only apply for shipments direct from the factory, duty and transportation at expense of purchaser.

UNIVERSAL KODAKERY.

"There are two American names that are universally known and only two. One is a writer—Mark Twain, whose books are printed in every language, and in every country where there is literature. Next comes Eastman, with his Kodak, who has illustrated the whole wide world in detail, with all of nature's and man's devices." J. B. POND.

Price

$5.00

DING
WNIE

make a
resent

a that's almost a Kodak

constant source of
portrait work; next
nsable on the out-

ou its splendid equipment.

ROE & CO.

FOR TRADE CIRCULATION ONLY.

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN."

Vol. I, No. 10 TORONTO, CAN. JANUARY, 1905

THE KODAK ENLARGING CAMERA.

The more the amateur knows and the wider the range of work he can accomplish with satisfaction to himself and his friends the better customer he makes for you and for us.

There are many Kodakers who want larger pictures, but who are not willing to carry about a large camera. They would like enlargements but difficulties that have hitherto presented themselves were so great as to be somewhat discouraging. The No. 1 Kodak Enlarging Camera will, we feel certain, provide the amateur with a means of gratifying his ambition for large pictures in a simple, convenient and inexpensive manner.

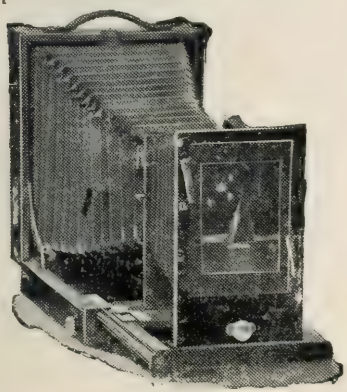


Fig. 1

It consists, as shown in the illustration (Fig. 1) of a folding box with bellows containing at one end a holder for the paper, at the opposite end a holder for film or glass negatives and between same a suitable lens the position of which is adjustable to the different sizes of enlargements which come within the scope of this camera.

Properly graduated scales show the different points at which negative and lens are to be fixed in position in order to give enlargements of certain sizes. The camera is fitted in addition with a ground glass upon which the image may be focused if the operator prefers that method to the use of the scale. To facilitate focusing in this manner the lens has two stops—a large one for use in focusing and a small one that is used for the exposure.

By the use of this camera the ordinary dark-room necessary for loading and for development is all that is necessary. There is no covering up a window and then cutting an opening for the negative so as to practically make a mammoth enlarging camera of one's

dark-room. Briefly outlined the operation is this : Load the paper-holder in the dark-room. Place negative in position and locate the camera so that unobstructed light from a window will fall evenly on negative, open shutter ; focus by scale or on ground glass ; close shutter and insert paper-holder ; draw dark slide. Expose by opening shutter for required number of seconds. Re-insert dark slide, remove holder to dark-room and develop.

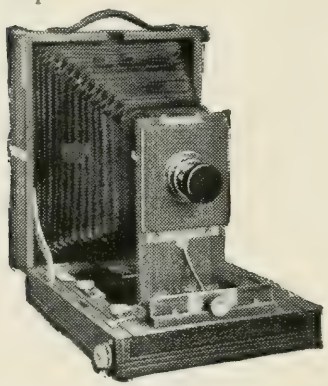


Fig. 2

The camera is simple in operation and the very concise direction book furnished with each one makes every step easy. 6½ x 8½ enlargements may be made from 4 x 5 or 3¼ x 4¼ negatives, frequently however, one desires to use only a portion of a negative or to work from smaller negatives. To provide for this we furnish inside Kits (extra) for 5 x 7 and 4 x 5 paper, although it is by no means a bad method to use the full 6½ x 8½ paper for smaller pictures, as the white margins are often highly desirable.

AS A PORTRAIT CAMERA.

The No. 1 Kodak Enlarging Camera may, by the addition of a lens board and lens, be used most successfully as a portrait camera. The negative carrier (and bellows attached to same) and the lens board are instantly detachable. All that is then required is to slip the extra lens board and lens into position. Fig. 2 shows the camera equipped ready for portrait making with our Special Portrait Lens.

NOTE : Any suitable lens may be fitted to the lens board which we supply at small extra charge.

The price of this very convenient camera has been placed at an extremely low figure in order that many amateurs may become interested in the making of bromide enlargements, and it should have a large sale.

PRICE LIST.

No. 1 Kodak Enlarging Camera, equipped for making enlargements from 4 x 5 glass negatives or from film negatives of any size 4 x 5½ inches, or smaller, - - - - - - -	$15.00
6½ x 8½ Inside Kits, 5 x 7 opening, - - - - - - -	.35
Do., 4 x 5 opening, - - -	.35
Glass Negative Holders, 3¼ x 4¼, - - - - - - - -	.50
Do., 3½ x 3½, - - - - -	.50
Do., 3¼ x 3½, - - - - -	.50
Special Portrait Lens, 8½" focus, speed *f.* 8 for bust work, speed *f.* 11.3 when fully covering plate, - - -	7.50
Extra Lens Board, - - - -	.75
Extra Paper Holder, - - -	2.00

No extra charge for fitting lens board to our Special Portrait Lens. Fitted to any other suitable lens at small extra charge.

DISCOUNT.

No. 1 Kodak Enlarging Camera
Discount to the trade, - - 20%

Purchasers of above will be included with other goods on conditional memorandum.

Special Portrait Lens, - - 25%
Inside Kits, - - - - 25%
Negative Holders, - - - 25%
Lens Boards, - - - - 25%

TRADE-MARK RIGHTS.

PROTECT YOUR OWN INTERESTS BY NOTIFYING US OF THE WRONGFUL USE OF THE WORDS "KODAK" "BROWNIE," "VELOX," ETC. BY YOUR COMPETITORS.

Several cases have come to our attention of late where dealers, who are not our customers, have advertised or displayed cameras of another make as "Kodaks" or as "Brownies". Immediate steps have been taken in every such case to have such wrongful advertising stopped. We presume that there are frequent similar violations of our trade-mark rights which are never brought to our attention and which therefore go on without interruption, to the injury of ourselves and of the dealers in our goods. For your interests and our own we ask that you notify us, sending the evidence if possible, of all such wrongful use of our trade-marks. We will "do the rest."

Keep up the Brownie Planting. It means a sure crop.

A SUGGESTION.

The holiday season and rush is over at last and everybody is taking a long breath.

The spring photographic trade is still quite a distance ahead. But there is not the slightest reason why business should lapse into a state of coma for the next two or three months waiting for summer. It needn't either if people are made to realize what enjoyment there is in picture taking in the cold weather season, both outdoors and in. This can be done by persistent advertising.

A neat camera for winter photography is our No. O Folding Pocket Kodak. The size of the No. O's and their pocket style make them just the thing for sleighing and skating parties (this will strike the young people) while the low price is suited to the "after-holiday" purse.

Advertisements of them in connection with Kodak Developing Machines can't help but be a suggestion for a winter diversion.

Kodak Enlarging Cameras

are seasonable now.

Circulars to help you push them, free upon request.

X Taken from E. K. Circular Jany '03

A Kodak Home Portrait

by the Steadman System.

You can teach people how to do this sort of work by selling them Steadman's "Home Portraiture" and thereby increase your winter business.

Paper Covers, 25 Cents. **Leather Covers, 75 Cents.**

Trade Discount, 40%.

RETROSPECT AND PROSPECT.

Now for 1905. The year just closed has shown a healthy growth in the Kodak business. Camera sales have been ahead; film sales have been—we started to enumerate the many lines of Kodak goods that have shown an increase, but the first clause of the sentence tells the story: "*Camera sales have been ahead.*" That means, always, a general increase—a wider market. The camera end must be kept up if the business is to expand. Improvements in goods and broad advertising pulled us through a year with satisfactory gains. Still further improvements in the line (we have a lot of good things that will delight you in 1905) and even more vigorous advertising will make the coming year still better.

Many dealers have improved their business the past year, some have about held their own a very few have lost ground. We hope that these few will not make the mistake of thinking that interest in photography is flagging. It isn't. There has been an increase and if they have not held their own *the trouble is with them.* Let them look into their own methods for the cause instead of condemning general conditions for their failure to hold their own.

From time to time we shall have a lot of photographic news for you—news that will interest you and your customers. Just now the question is "How keep things going in winter?"

There are a lot of ways. You can't hope to make the volume what it was last August nor what it will be next August, but you can make it much better than it was last January. First, there is Velox Re-Developer. It gives the solution of the sepia tone question. It's new, novel and successful. It will delight the tens of thousands of Velox users. It would take us a long time to reach all these people—you can reach them this week. The advertising of this product means more than the sale of this sundry; it means more sales of Velox paper, chemicals and mounts.

Then there is the flash-light field, meaning the sale of flash sheets, flash cartridges, film, plates and paper. What the people need along this line is education. Wm. S. Ritch's "Amateur Portraiture by Flash-Light" tells the amateur just what he needs to know. Our price to you on these booklets is 10 cents each, less 40%. You can sell many of them at ten cents each. Perhaps in some cases it would pay you to give them away.

The Steadman "Home Portraiture" book is an equally practical little work that has created any amount of attention and discussion. It will help in the building up of winter work at home, for the Steadman system, so far as it is applied to home portraiture at any rate, is intensely practical. It removes the guess work. 25 cents retail. Discount to the trade, 40%.

While we are talking about our educational booklets we want to say something of "The Book of the £1,000 Kodak Exhibition." It is the handsomest piece of press-work we have ever gotten out. When Kodak, Limited, forwarded us the pictures for reproduction, it became evident that we should have to out-do ourselves if we were to publish them in a form worthy of them. We think we succeeded. The book retails at 25 cents—wholesale price, (in envelopes) 15 cents.

All three of these books will be advertised in the January magazines and in the big weeklies, to say nothing of the photographic press. We think you can use them to good advantage as business stimulators. Nobody with a drop of photographic enthusiasm in his viens, could go through any one of them without renewing his desire for picture taking—the Ritch and Steadman books, because of their practical pointers and clever illustrations—the Portfolio because it is another proof of the delightful pictorial possibilities that lie in the Kodak.

You should stock them all, both from the standpoint of the profit to be made on their sale and because they will stir up photographic enthusiasm.

Now that people are over the excitements of the holiday season there are many that could be interested in the Kodak Enlarging Camera and in lantern slide making if they were but shown how simple the work now is.

The foregoing are winter suggestions—little helps for *now*. We believe there is money for you in following them up. All that people really need is a better understanding of photography to make them interested in it.

It seems to us that the whole question of increasing the volume of photographic business is simply a question of education. The more people there are who understand the simplicity of the Kodak system the more business for all of us.

THE PRIZE COMPETITION.

Everybody ought to know about the $2,000.00 prize offers that we are making, and all beginners in the field should have their attention called to the Novice class that has been provided for their especial benefit.

This contest is simply one of the means we offer you for stirring up interest among your customers. Make the most of it.

Circulars in any reasonable quantity will be supplied upon request.

NC Film

Shows no Electric Markings—Valuable Feature this Cold, Snappy Weather.

Spreader Flash Cartridge, 8 feet distant. Stop No. 16.

A Sample Illustration

from Wm. S. Ritch's

"Amateur Portraiture by Flashlight."

The most practical little work on flash portraiture ever written for the amateur. A booklet that will help you keep up the winter interest.

Paper cover, 10 cents. **Discount to the trade 40%.**

Portraits at Home

Easy to make with a

KODAK

by daylight or flashlight

We have the Kodaks, the flashlight material and books that will guide you to success.

KODAKS, $5 to $97

Richard Roe & Co.

FOR TRADE CIRCULATION ONLY.

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN."

Vol. I, No. 11 TORONTO, CAN. FEBRUARY, 1905

FOR FLAT NEGATIVES

"REGULAR" VELVET VELOX, THE LATEST PRODUCT OF THE NEPERA DIVISION.

The great success of Velvet Velox has induced the Nepera Division to place upon the market a new Velvet surface paper for use with negatives that are too flat or soft for successful printing on the original Velvet Velox. *Being the same in contrast* as the other "Regular" Velox papers the new product will be known as "Regular" Velvet Velox. The original product will hereafter be known as "Special" Velvet Velox and will be identical with what has heretofore been known as Velvet Velox.

This addition to the Velox papers is in line with our policy of supplying goods that will give the very best results under all circumstances, and we feel sure that dealers and consumers alike will appreciate the value of a paper which will yield, from incorrectly timed or underdeveloped negatives, results which will be superior to anything heretofore obtainable. Amateur finishers, when printing an order for a customer, can supply all prints with Velvet surface, selecting Special Velvet Velox for use with the contrary negatives and Regular Velvet Velox for the flat negatives. Special Velvet Velox will yield a good print from any negative which can be satisfactorily used with printing-out paper, while Regular Velvet Velox makes excellent prints from negatives, which, from results obtainable on other papers, would be considered failures.

On future orders for Velvet Velox be sure and specify whether "Regular" or "Special."

The Safest Surest Flash—

EASTMAN Flash Sheets

TRANSPORTATION

Most of our customers, especially those located at a distance, frequently, when sending us orders for films and paper, request us to forward same by express at the special prepaid rate of 10 cents for first 1½ lbs. or less, and one cent for each additional two ounces. Prior to a few months ago, the Express Co. limited the weight of these parcels to 5 lbs. each, but did not limit the number of parcels, but the rule of the Express Co. now permits the use of this rate without regard to weight of package, but in case of loss while in their possession, will only hold themselves liable to the amount of $10 on each package, and will not apply this rate if value of package is stated as being over $10. If you wish to obtain more information on this point, we would suggest that you call on your Express agent and ask for explanation of section "D" which applies to such shipments. We are always willing to give our customers the benefit of this rate when it is to their advantage, and charge the express so paid on their invoice, but would call your attention to the fact that as all of our quotations are made only on a basis of delivery to transportation company here, our responsibitity ceases when we deliver the goods to the transportation company and obtain their receipt for packages as being in good order, and that when shipments are made under this section, the carrier's liability is limited to $10 per package, also that when goods are sent at regular tariff, their liability is limited to $50 per package unless value is stated, then should it exceed in value $50 per package, the Express Co. add a small amount to their regular tariff rates for insurance premium. We would prefer that when ordering you would distinctly state how you desire the goods sent, if by special or regular rate, also if you wish value stated on packages or not. In the absence of definite instructions on each order, our rule is to put as much as possible in a package, not to mark value and prepay where a less rate can be secured by so doing.

FLASH POWDERS

As the Express Companies have given us notice that they will refuse to carry packages known to contain Flash Powder of any manufacture, owing to the fact that they have had several fires in their different offices and cars which they claim have been started by Flash Powders, though they have not been able to trace the trouble to any of our preparations (there are many different makes on the market), we have decided to abandon the manufacture and sale of Flash Powder in one ounce bottles, Eastman Flash Cartridges and Eastman Spreader Flash Cartridges, and after this date, will only be in position to fill orders for Eastman's Flash Sheets, which is the safest and most effective flashlight material that can be procured. Eastman Flash Sheets are

made in three sizes, viz :—

No. 1 containing six sheets, 3x4 25c. pack.
No. 2 " " " 4x5 40c. "
No. 3 " " " 5x7 60c. "
Discount : 25%
" $33\frac{1}{3}$ in lots of one doz. packages of a size.

The No. 1 has been on the market for several years, and is readily obtained from most all dealers in amateur supplies, but we believe many of our friends have overlooked the fact that we put up the Flash Sheets in two other and larger sizes. We confidently believe that if every dealer would stock the larger sizes also and call the amateur's attention to them, they would find as ready sale for them as for the small size. We occasionally receive an order from some of our friends for Flash Sheets to be sent by mail. Please remember that flash material of any kind is not mailable matter.

GOOD FOR VELOX

We beg to call the attention of the trade to the fact that Kodak Acid Fixing Powder is suitable for use with Velox and Dekko paper. About the only trouble that the amateur has with either of these papers arises from his failure to use an acid fixing bath. The Kodak Acid Fixing Powders are so cheap and convenient that he now has no real excuse for failure to use an acid bath. Of course the Velox Liquid Hardener is equally desirable, but if you will instruct your customers to be sure and use one or the other of these preparations you will have helped them to better results—and increased your trade.

A KODAK TEMPTATION

A few days after the close of the Kodak Exhibition (held a few years ago in the N. Y. Academy of Design) a gentleman said to the Eastman representative who had had the exhibition in charge : "At one time I was an enthusiastic amateur photographer, but my cameras have been on the shelf for years. The first day that your exhibition was open to the public I chanced to drop in, out of curiosity; I then attended it every evening until the close, and have now gotten out my cameras and am taking pictures with my old time enthusiasm."

We were reminded of the above incident by a letter received the other day from one of the best known publishers in New York city, who said : "Let me congratulate you on the 'Book of the £1,000 Kodak Exhibition.' It is certainly very beautiful and almost tempts me to get out my Kodak."

The book was printed for the express purpose of tempting people to do photographic work. It is one of the means we have taken to keep the Kodak interest alive and that is why we want to give it a large circulation. Of course we could give away a million copies—but that would cost a hundred thousand dollars at the very least. The best we can do is to sell it at cost to the trade. We are advertising the book along with the general Kodak publicity and there is a growing demand for it. Any dealer can sell a few copies.

Sample Illustration from

"AMATEUR PORTRAITURE BY FLASHLIGHT."

A book that you should push because it will make business.

Retail Price, 10 cents. **Trade Price, 6 cents.** **100 copies, $5.00.**

ABOUT DEVELOPERS

SOMETHING OF THE DIFFERENCES IN THE VARIOUS VELOX DEVELOPERS.

In deciding as to the varieties of goods to be placed upon the market there are always several things to be taken into consideration. First, of course, the real requirements of the consumer must be looked after. Upon meeting such requirements, your profit and ours depends. At the same time it is to the dealer's interest not to multiply the kinds of goods to be carried in stock and we always keep this point in mind.

There have, as you know, been a number of changes in the Velox Developers during the past two years. First Velox Liquid Developer was placed on the market and made a great hit. This was followed with the Non-Abrasion Developer, which also scored a success. Yet some demand still existed for the original Velox Liquid Developer because some preferred it for use with very soft negatives.

Still later the Nepera Division discovered a method of making a really universal developer by combining certain chemicals with Velox Liquid Developer, and this universal developer was placed on the market under the trade name of Nepera Solution.

Nepera Solution, by itself, is identical with the original Velox Liquid Developer. Nepera Solution, when combined with the Nepera Capsules, is a most excellent film and plate developer. You are therefore absolutely justified by the facts in substituting the Nepera Solution on orders for Velox Liquid Developer, and can explain, if your customer objects, that when used without the capsules it is just the same as the original Velox Liquid Developer.

For Glossy Velox always sell the N. A. Velox Liquid Developer. Indeed, there are many who prefer it for any kind of Velox, and the fact that prints developed with it show absolutely whether they are fixed or not is certainly a decided advantage with the beginner.

The above review of the situation shows the very good reason for withdrawing the original Velox Liquid Developer. From the standpoint of keeping up your stock it is certainly better to have two developers than three. On the other hand there are excellent reasons for the existence and use of both N.A. Velox Liquid Developer and Nepera Solution, and both kinds should be stocked by every dealer.

Push the books that tell the novice how:

"HOME PORTRAITURE."

"AMATEUR PORTRAITURE by FLASH-LIGHT."

FILM CONVERTS

TWO MORE PLATE USERS CONVERTED TO THE KODAK SYSTEM.

We had to talk film a long time before it had much effect. Of course we sold great quantities to tourists because it was convenient but not many people would admit that it was better than plates. Prejudice is as hard to get rid of as Canada thistles and like the thistles has to be handled with gloves. But a steady fight will eradicate even Canada thistles and prejudice. And once you begin to get the best of either, the task grows easier every day. People are coming from plates to films very rapidly these days. We have published many proofs of late. Here are two more :

NO LONGER SKEPTICAL

Worcester, Mass., Oct. 19, 1904.

"I have been thinking for some time I would write a word in acknowledgment of the developing machine, and No. 3A Kodak. Something over a month ago, I bought a style E machine to develop films for other amateurs, and as soon as I saw the good work I could produce, it made me wish for a Kodak, and I soon purchased the No. 3A which is giving me pleasure every time I use it. Until now I have been really a skeptic on the use of films and Kodaks, having used always a plate camera, but these two Eastman machines with the N. C. films have made a sure customer of me; only having used but three films. I will enclose two or three prints for your criticism, and you may keep them, but I should like to hear from you some time. I make a good many Velox souvenir post cards and shall use the No. 3A for this purpose."

Yours truly,
(Signed) A. E. Reed.

BETTER AVERAGE RESULTS

Chicago, Oct. 31st, 1904.
Eastman Kodak Co.,
Rochester, N.Y.

Gentlemen :—

After carrying heavy, breakable, glass plates all over the country during the last five or six years, under the impression that it was necessary to use glass plates to get the best results in railroad photography, wish to say that on my last trip through California I put one of your roll holders on my camera and used N. C. Films exclusively. Upon developing the lot I was happily surprised to find a larger average of perfect negatives than I ever made with plates.

Yours,
(Signed) E. D. Whitney.

SEPIA AGAIN

One of the principal things we noticed about the pictures sent in to our recent competition was that fully half of the best work was printed on Eastman's Sepia paper. Beautiful effects were obtained in landscape and portrait work on this paper. The fact that it is easy to manipulate and that at the same time it gives a softness and finish and richness of tone hardly excelled by any other paper has evidently made it very deservedly popular.—*Photo American.*

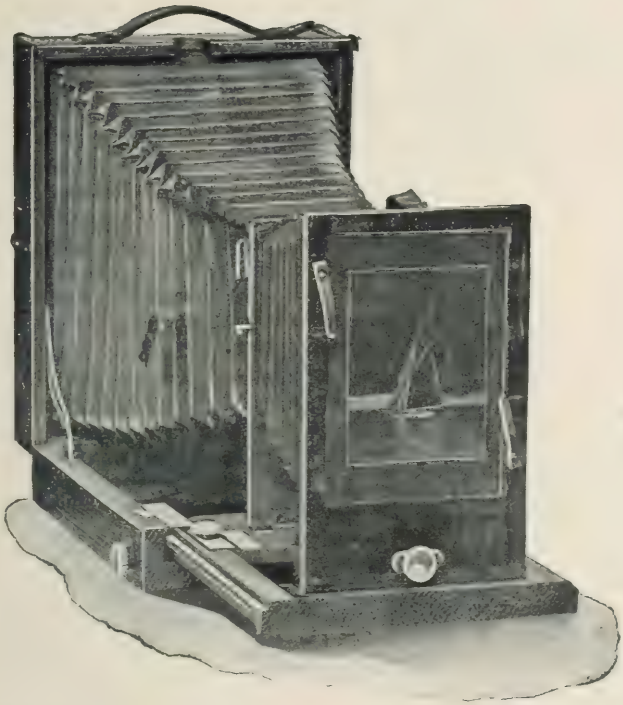
Don't forget the

$2,000

KODAK

COMPETITION

Circulars for the asking



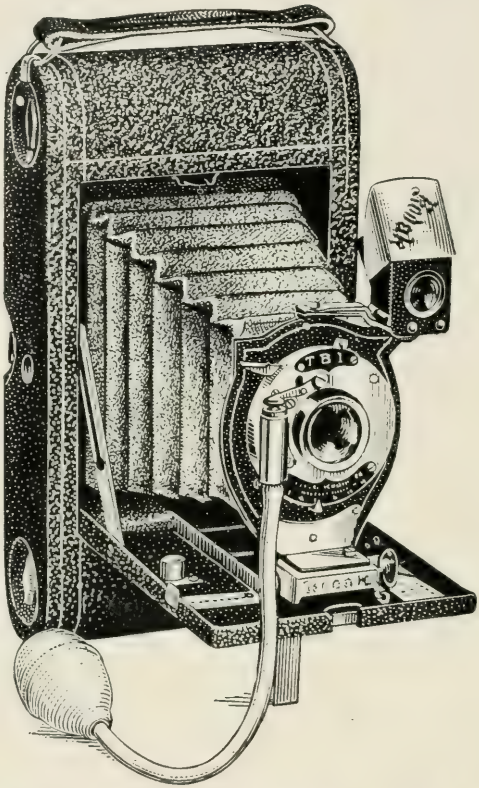
Every Customer for a

KODAK Enlarging CAMERA

MEANS BROMIDE PAPER SALES

The Field is Worth Working

Circulars free on request



KODAK in Winter

There are beautiful pictorial effects in snow-laden trees and ice-locked streams.

Let us show you why Kodaks are the best cold weather cameras.

PRICES—$5 to $97.

RICHARD ROE & CO.

FOR TRADE CIRCULATION ONLY.

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN."

Vol. I, No. 12 TORONTO, CAN. MARCH, 1905

DEATH OF CHARLES S. ABBOTT.

Mr. Charles S. Abbott died at Oak Lodge, near Enfield, North Carolina, on the evening of March 1st. For more than two months Mr. Abbott had been suffering from rheumatism and kindred troubles, but was apparently on the road to recovery when the end came suddenly as a result of the rheumatism reaching the heart. The unhappy termination of his sickness was entirely unlooked for and was, therefore, felt the more keenly both by his family and by his business associates.

Mr. Abbott was born in Chautauqua County in 1858, but his boyhood days were spent in New York City. His earlier ventures were connected with the publishing and then with the advertising business. His greatest success, however, dates from the establishment of the American Aristotype Company in 1889, a great part of the success of which company was due to Mr. Abbott's zeal and enthusiasm and clear business foresight. More recently he has been prominently identified with the management of the Eastman Kodak Company, both in this country and abroad, he having recently spent a year in England and on the continent looking after the Kodak interests.

At the time of his death, Mr. Abbott was President of the American Aristotype Company, Vice-President of the Eastman Kodak Company, President of the Seed Dry Plate Company, and a director of Kodak, Ltd., London, Eng. Mr. Abbott leaves a wife and two children, Miss Margaret Abbott and Charles S. Abbott, Jr.

In recording the death of Mr. Abbott it seems proper that something should be added to the mere calendar of his life and statement of his business successes. His was an unusual personality. Liked by those who knew him slightly and loved by those who knew him well, his friendship was worth while. In his make-up there was nothing of the superficial. His thoughtfulness for others in little things as well as in the large affairs of life endeared him to all who were for-

tunate enough to have business or social relations with him.

"I have lost a friend," said a demonstrator when first he heard of Mr. Abbott's untimely end. That, we feel, best expresses the thought that will be in the minds of all who had known his genial, kindly spirit: "I have lost a friend."

THEY ADVERTISED.

HOW A WESTERN DRUG STORE BUILT UP A LARGE KODAK BUSINESS.

There's a drug store in a town out west that paid us $2,900 last year for photographic goods. The census takers tell us that the little city in which the firm does business has less than 3,000 inhabitants. Furthermore, it's not a summer resort, nor a winter resort, nor the wealthy suburb of a large city—just a good live, healthy western city. And we presume that we did not sell that concern all its glass plates and glass plate cameras, nor all its mounts and sundries. At a low estimate its purchases must have been in the neighborhood of $4,000, and its profit on the photographic line $1,500.

How did they do it? They advertised. They used newspaper space, they talked Kodaks, and they made Kodak window displays.

They were awake to every opportunity for pushing the Kodak line. For instance, on bright mornings they hung out a sign which read "Fine Kodak Morning, isn't it?" Later in the day they turned it over and it read "Beautiful Kodak day, isn't it?"

Whenever there was a convention in town they hung out a sign: "Did you bring your Kodak with you?"

Whenever there was a ball game between the "Fats" and the "Leans" they photographed them en-masse and individually, photographed them "at bat" and "sliding for second," and hung the resulting pictures in front of their store.

They "worked us" for everything we had in the way of booklets and prints and signs that we had in stock (but never asked for anything "special"), and they kept up a *continued hammering in the newspapers.*

What this concern has done others can do with an employment of the same enterprise—the same willingness to spend a dollar with the prospect of getting two dollars back.

First sell the Kodak—that takes a little effort, but the business that comes after is easy.

$2,000 in Prizes for Kodak Pictures.

Tell your customers.

NEGATIVES WANTED

We are in need of some new negatives for use in making sample prints. The essential requirements are as follows:

1st. They must be on Eastman film and made either with a Kodak or Brownie Camera.

2nd. They must be technically good and must be negatives from which good prints can be made *the full size of* the negative—requiring trimming neither for artistic reasons nor on account of defects in the negative.

3rd. They must have a fair degree of pictorial excellence, must have something interesting in them.

We wish to buy the negatives outright, not rent them, but when we are through with them we will return them to the original owners provided they have not been accidentally lost or destroyed.

The prices we offer are as follows:

No. 5 Cartridge Kodak and No. 4 Panoram negatives, each,	$5.00
3¼ x 4¼, 3½ x 3½ and 2½ x 4¼ negatives, each,	3.00
2¼ x 3¼ and 1⅝ x 2½ negatives, each,	2.00

It is usually best to submit unmounted prints from which we can select the ones from which we desire negatives. Please bear in mind that we require negatives that give good results by straight printing as we cannot afford to do any "dodging" in turning out sample prints.

ANOTHER KODAK PURLOINED.

Burglars and sneak thieves seem to be developing a marked fondness for Kodaks. Perhaps because of their standard value and the readiness with which they may be converted into cash or perhaps because, as Gilbert and Sullivan have said:

"When the enterprising burglar's
. not a burgling,
Nor maturing his felonious little plans;
His capacity for innocent enjoyment
Is just as great as any other man's."

At any rate another loss is reported this month. This time it is a No. 3 Folding Pocket Kodak No. 316,858, fitted with Plastigmet Lens and Bausch & Lomb Automatic Shutter. Anyone finding this Kodak will confer a favor by reporting same to The J. G. Ramsey Co., Limited, 89 Bay Street, Toronto. Incidentally anything that can be done to help in incarcerating the enterprising burglar and preventing the further maturing of his felonious little plans, will be appreciated.

Get Your Novice Customers Interested in the New Kodak Competition.

FILM AT PANAMA.

WHERE GLASS PLATES FAILED, THE KODAK FILM AND KODAK DEVELOPING MACHINE SUCCEED.

WASHINGTON, D. C.,
November 30th, 1904.

On the 28th of last March, I embarked aboard the S.S. Allianca, which was to carry the Panama Canal Commission on their first trip of inspection to the Isthmus.

As Photographer-in-Chief and Correspondent Extraordinary to the National Press Association, I was armed for the fray with a recent model 6½ x 8½ camera, fitted with the latest wrinkle in Anastigmatic lens, countless plate-holders, a valise full of chemicals, and other paraphernalia necessary to the gentle art of picture taking. At the last moment an enthusiastic friend of mine had insisted on lending me his Kodak and Developing Machine, telling me it was just the thing for my purpose and exacting a promise that I would make some pictures with it for him, while away. I had never had any experience with a camera of this sort, in fact, regarded it rather in the light of a toy, better suited to the amusement of an amateur than the serious work of a professional photographer. However, I did not want to hurt my friend's feelings by telling him what I thought, so the little Kodak was safely aboard with the rest of my traps. After an uneventful voyage, we reached Colon on the fifth of April and landed at that most interesting spot, midst a downpour of rain.

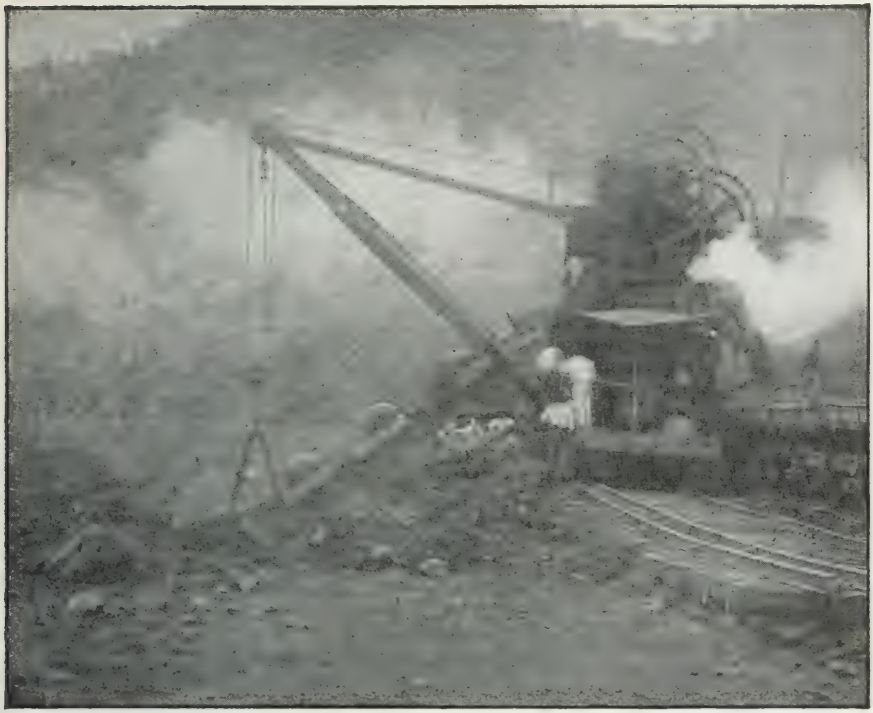
Next day our entire party was carried to Panama on a special train to pay our respects to Dr. Amador, president of the newly hatched republic, and took breakfast with him at the palace. I had my camera with me, of course, and after breakfast the members of the Commission and Officers of the Panama Republic were grouped and photographed in the reception room at the palace. About this time Admiral Walker, Chairman of the Commission, began to get nervous. He had not come down to the Isthmus to entertain the officials there, nor to be photographed, but for business reasons strictly, and at his suggestion, we broke away from the reception party and returned to our train which immediately pulled out for LaBoca, where the Commission spent half an hour seeing what was to be seen, and I put in the time taking pictures.

From LaBoca we went to Emperardo, where we were placed on soap boxes in two dumping cars and carried through the celebrated Culebra cut. We made several other stops along the forty odd miles of railroad paralleling the canal, and finally got back to Colon about six o'clock in the evening. I had made arrangements with the roadmaster of the Panama Railroad Company to use a large closet in his office, containing water, as a dark-room, and as soon as I had finished dinner hastened there, anxious to see what I had secured in the way of photographs during the day.

I had a great deal of trouble getting ice, which is a very scarce and expensive article on the Isthmus, but finally, through the good offices of my friend the roadmaster secured enough for my purpose and started to work developing. I had exposed about thirty plates, and as the weather had been good during the day, barring a few showers, fully expected to have some good negatives. However, "man proposes, etc." Out of the entire lot I succeeded in getting about ten fairly decent ones. Not only was each plate way over exposed, but most of them were so badly fogged as to be absolutely useless.

I had been rather afraid of undertiming and could only attribute the excessive exposures to the remarkable actinic quality of the light in that tropical climate. To test this I rose early next morning and made a picture from the roof of the Panama Railroad Company's office.

The stop used and time given would have been wholly inadequate under similar conditions up north, but when I developed the plate found it a little better than fully



KODAK. *At Work in Culebra Cut.*

timed. There was present also the inevitable fog, which during my entire stay on the Isthmus proved my constant enemy and source of trouble. It was next to impossible, using every precaution, to remove a slide from a holder without fogging the plate it contained. As a result of lugging my heavy camera around all day under the burning rays of a tropic sun and developing at night in a hot stuffy hole, only to lose plate after plate of great value, I acquired a vocabulary and fluency of expression which I would have considered impossible.

One day I bethought me of the little 4 x 5 Kodak which my good-hearted friend had thrust upon me, and remembering my promise to him, concluded I would take it with me for that trip and take the pictures I had promised him. I had to admit to myself at the outset that it was a pleasant change from the bulky camera and numerous plate-holders I had been lugging around with me, but did not expect much in the way of results.

When I returned to Colon that night I had exposed two dozen films, and after dinner secured my usual supply of ice and, seated in a rocking chair in my room, proceeded to develop one of the rolls in the machine. After the proper time had elapsed I fixed the film, then took it out of the developing machine and looked at it. It seemed too good to be true. Not a sign of fog, and with the exception of one or two which had not been properly focused on the scale, the negatives were as sharp and clear as could be desired.

From that day, or rather night, the Kodak was my constant companion. I could carry it easily,

with several rolls of film in my pocket, and at night could sit in comfort in a well ventilated room and do my developing, I gradually became more adept at using the focusing scale, and it was a very unusual thing for me to lose an exposure.

If I ever go to a tropical country again, taking pictures, I'll use a Kodak, and for the same reasons, only inverted, if I ever go to the north pole, I'll take a Kodak, always, understood, with the developing machine, for I have seen the error of my ways and am not too proud to profit by my experience.

[Signed] WILBERT MELVILLE.

BETTER LATE THAN FAULTY.

We acknowledge delay in putting out the Screen Focus Kodak. The first delay was caused by minor defects which most manufacturers would not have considered of importance enough to warrant withholding the instruments from the market. The greater part of the delay was occasioned by the fact that a change has been made in the spool length, which is important.

In this camera the spool is now of sufficient length to carry black paper which is wider than the film. On the margin of this black paper appear the exposed numbers, so located that they are entirely at one side of the film and cannot possibly therefore offset on the film.

This improvement was the principal cause of delay and was the direct cause of calling in a number of Screen Focus Kodaks sent out last fall. It is worth the time it has cost.

To all intent and purposes the Screen Focus Kodak is a 1905 model—the latest improvement in the Kodak line and worth pushing. There are, we feel sure, many people who will be glad to combine the advantages of the Kodak Cartridge system with ground glass focusing. At least we feel sufficiently confident of this to go ahead with some strong advertising of the Screen Focus Kodak. A great many people have asked about it since its first announcement and have waited with more or less patience for its appearance.

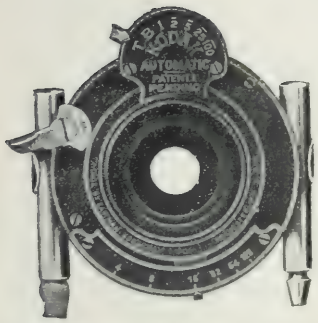
Every dealer will do well to stock it Orders are now filled at sight.

VELOX BACKING PAPER.

In response to a considerable demand we have prepared to furnish Velox Backing Paper in all cut sizes and in rolls, the stock being the same as in single weight Velox paper. The prices will be 40% of the list price of Velox.

Discount to the trade, 25%.

Prepare for Big Business in FOLDING BROWNIES. It's coming with the crocuses.



THE KODAK AUTOMATIC SHUTTER.

A year ago the Kodak Automatic Shutter was substituted for the Eastman Triple Action Shutter which had previously been supplied on the No. 3 and No. 4 Cartridge Kodaks. So general has been the satisfaction with this new shutter of our own production that we have decided, beginning April 1st, to furnish it in all special equipments of the Folding Pocket Kodaks except where otherwise specified. In fact, we shall list only the Kodak Automatic and the Volute shutters with the Anastigmat lenses for cameras 4 x 5 and smaller.

The accuracy and reliability of the Kodak Automatic shutter has been fully proven by its test of a year, and no dealer need hesitate in recommending it for high grade work. In this connection it may not be amiss to call the attention of the trade to the tendency of the public to buy high priced cameras and high grade equipments. A few years ago the $8.00 Bulls-Eye had the call—to-day the easiest sellers are Folding Pocket Kodaks at from 50 to 150% more, and very many of these are furnished with anastigmat lenses and high priced shutters. Every dealer should encourage this tendency.

We wish to call particular attention to an important change in lens equipment on the No. 5 Cartridge Kodaks. Until now we have been unable to furnish the No. 3 Series III Goerz lens in combination with the Volute shutter. By reason of a recent improvement in this shutter, however, we are able to furnish this excellent combination.

The following table giving the minimum retail selling price of Kodaks with special lens and shutter equipments may prove a convenience.

STYLE CAMERA.	Kodak Automatic Shutter and Plastigmat Lens.	Volute Shutter and Plastigmat Lens.	Kodak Automatic Shutter and Goerz Series III. Lens.	Volute Shutter and Goerz Series III. Lens.
	Lens.	Lens.	Lens	Lens.
No. 3 Folding Pocket Kodak,	No. 1, $52.75	No. 1, $59.75	No. 0, $60.50	No. 0, $67.50
No. 3A Folding Pocket Kodak,	" 2, 60.00	" 2, 67.00	" 1, 70.00	" 1, 77.00
No. 3 Cartridge Kodak,	" 1, 47.75	" 1, 61.75	" 0, 55.50	" 0, 69.50
No. 4 Cartridge Kodak,	" 2, 57.50	" 2, 71.50	" 1, 67.50	" 1, 81.50
No. 4 Screen Focus Kodak,	" 2, 62.50	" 3, 76.50	" 1, 72.50	" 1, 86.50
	B. & L. Automatic Shutter and Plastigmat Lens.		B. & L. Automatic Shutter, Goerz Series III. lens	
No. 5 Cartridge Kodak,	No. 3, $78.50	No. 3, $87.50	No. 3, $99.00	No. 3, $108.00

Push the Special Equipments.

Sepia Tones

on Velox and Bromide Paper

Velox Re-Developer

A New Simple Process

Price per package, 50c.

RICHARD ROE & CO.

FOR TRADE CIRCULATION ONLY.

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN."

Vol. II, No. 1 TORONTO, CAN. APRIL, 1905

FOR 1905

SOMETHING ABOUT THE NEW GOODS THAT ARE TO HELP BUSINESS.

The Kodak Tank Developer.

The 3¼ x 4¼ Folding Brownie.

The Stereo Brownie.

The new model Panoram Kodaks with oil retarding device to regulate the shutter speed.

Such is the array of new good things for the early season of 1905. We are enthusiastic over all of them. The Kodak Tank Developer overcomes the only objectionable feature of the Kodak Developing Machine, that of the continued crank turning, the 3¼ x 4¼ Folding Brownie at $9.00 will prove a temptation to tens of thousands who now have the smaller Brownies and to other tens of thousands who have never indulged in photography. The Stereo Brownie at $12.00 promises to be a factor in the revival of stereoscopic photography that is surely coming. Interest in this particular phase of photographic work is growing and with a little nursing will mean a tremendous business for all of us. Do you remember the basket of pictures and the stereoscope that were on every "sitting-room" table when you were a boy? They are going to be there again—with this difference: A large proportion of the pictures will be home-made this time. The collection may include the "Fall of Port Arthur," but it will also include the baby.

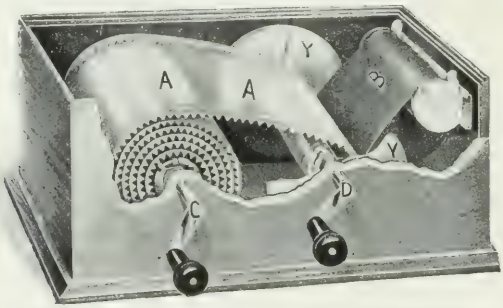
The new Panoram Kodaks with a wide control of shutter speed and with iris diaphragm stops mark a distinct improvement that is bound to help maintain the demand for these instruments.

THE KODAK TANK DEVELOPER

Another important step forward has been taken in photographic methods. We have a new and better way of developing film that is bound to still further stimulate the interest in amateur photography.

The latest process "Tank Development," follows the idea of the Kodak Developing Machine so far as the daylight development feature goes, but instead of the roll of film being revolved through the developer it is allowed to remain stationary in the solution. Careful experiments with Tank Development prove that it gives negatives of better average than those developed in the dark-room and even better than those developed in the Kodak Developing Machine. With Tank Development the necessity of turning a crank throughout the process of development is obviated and the new method is even simpler than with the Kodak Developing Machine.

Briefly, the process is this: The cartridge of exposed film is inserted in a light-proof winding box and rolled up, together with a transparent red apron on a Transferring Reel which has wide flanges. Those who are familiar with the Kodak Developing Machine will readily understand this process by glancing at the accompanying illustration. The wide flanged Transferring Reel and the red apron protect the film from light during the transfer to the developer in much the same manner that the black paper and the flanges on a film cartridge spool protect it in loading and unloading the Kodak. After the film has been wound on the reel the developing solution is prepared with powders and water and placed in the Solution Cup. The cover is removed from the box and the axle (D) is pulled out, thus releasing the transferring reel holding apron and film, which is taken out of the box and let down either end first, into the developing tank. This operation should be performed in a subdued light. Development is allowed to go on for ten or twenty minutes according to the developer used. The devel-



Kodak Tank Developer Box, for rolling film up with Transparent Red Apron.

Placing film in developing tank.

oper reaches all parts of the film immediately through holes in the hollow rod and through the ends of the roll. It is advisable to turn the roll of film end for end three times during development. The roll is pulled from the tank with the hooked rod provided for that purpose.

When development is completed, the solution is poured off and clear water let into the tank to rinse the film.

Removing the film from developer.

The roll is then removed, film separated in daylight from black paper and apron and placed in the waiting tray of fixing solution.

The box in which the film is rolled up in the light-proof apron is well made, with a mahogany finish. The metal parts are nickeled. The tank for the developer is of brass, heavily nickeled.

Both handles of the box are removable and together with the tank and apron can be packed inside the box, thus making the entire outfit self contained. It can then be packed in trunk or suit case.

Kodak Tank Developers are made in three sizes, the "5 inch," the "3½ inch" and "Brownie," the latter taking only 2¼ inch Brownie film.

The entire outfit is self contained.

With the Kodak Tank Developer the amateur can develop a number of rolls of film at once; merely providing himself with extra tanks, aprons and reels which will be found listed (Duplicating Outfits) in the price list below.

All Kodak and Brownie cartridges except the No. 5 Cartridge Kodak may be developed in the Tank Developer.

Any Roll Holder cartridges, except the 12 exposure No. 4 Horizontal, and the No. 5 may also be developed in the Tank Developer.

Tank Development for film is introduced only after the most exhaustive experiments in our factory have conclusively proved that it is by far the best way of developing film ever devised. The convenience of allowing development to proceed the full time without manipulation except reversing the Transferring Reel needs no comment.

The Kodak Developing Machine was introduced by us in the face of the most violent criticism. Our faith in it was based, however, not on theory but on the most exhaustive experiments, and its three years of growing success have proven that we were right. We have used equal caution in our experiments with the Kodak Tank Developer. We have taken plenty of time. The quality of work it produces is such as to prove that another forward step has been taken in the growth of the Kodak Idea—Simplicity.

THE PRICE.

Brownie Kodak Tank Developer. For use with No. 1, No. 2 and No. 2 Folding Brownie Cartridges, complete,	$3 00
Duplicating Outfit for same, consisting of 1 Solution Cup, 1 Transferring Reel and 1 Apron,	1 80
3½ inch Kodak Tank Developer. For use with all Kodak or Brownie Cartridges having a spool length of 3½ inches or less, complete,	5 00
Duplicating Outfit for same, consisting of 1 Solution Cup, 1 Transferring Reel and 1 Apron,	$2 50
5 inch Kodak Tank Developer, For use with all Kodak and Brownie Cartridges having a spool length of 5 inches or less, complete,	6 00
Duplicating Outfit for same, consisting of 1 Solution Cup, 1 Transferring Reel and 1 Apron,	3 00

Discount to the Trade, 25%.

Purchases of Kodak Tank Developers will be included with other goods on Conditional memorandum.

KODAK TANK DEVELOPER POWDERS.

Kodak Tank Developer Powders, Brownie, per pkg. of ½ doz.,	$0 15
Do., for 3½ inch Tank, per pkg. ½ doz.,	20
Do., for 5 inch Tank, per pkg. ½ doz.,	25

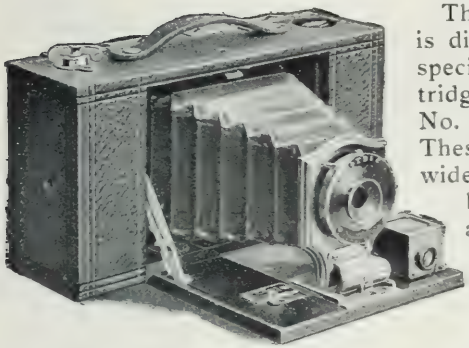
Discount to the Trade, 33⅓%.

Do., gross lots, assorted, 40%.

NOTE—The above powders may be used in the Kodak Developing Machine as follows: Brownie Tank Powders in Brownie Machine, 3½ inch Tank Powders in Style A Machine and 5 inch Tank Powders in Style E Machine.

THE No. 3 FOLDING BROWNIE.

Here is a camera that will fill a niche of its own—A folding camera for 3¼ x 4¼ pictures at half the price of the No. 3 Folding Pocket Kodak. It's in every way a clever little camera yet leaves talking points (and real quality for



The No. 3 Folding Brownie.

The attention of the trade is directed to the fact that special No. 3 Brownie Cartridges are used, *not* the No. 3 F. P. K. Cartridges. These cartridges have the wide black paper with numbering on edges, doing away with the possibility of numbers offsetting on the film.

THE PRICE.

No. 3 Folding Brownie Camera, for pictures $3\frac{1}{4} \times 4\frac{1}{4}$ inches, Automatic Shutter,	$9 00
N. C. Film Cartridge, 12 exposures, $3\frac{1}{4} \times 4\frac{1}{4}$, -	70
Do., 6 exposures, $3\frac{1}{4} \times 4\frac{1}{4}$,	35
Do., "Double-Two" Cartridge, (4 exposures), -	25
No. 3 Folding Brownie Carrying Case, - - -	1 00
No. 3 Folding Brownie Portrait Attachment, - -	50

TERMS. The regular discounts and terms apply with these goods.

that matter) enough in favor of the Kodak so that the latter instrument can always be sold to those who are able to pay the Kodak price.

The No. 3 is similar to the No. 2 Folding Brownie, but takes a picture $3\frac{1}{4} \times 4\frac{1}{4}$ inches and is generally of greater capability. It is equipped with single achromatic meniscus lens and with a modification of the F. P. K. Automatic Shutter, with stop openings Nos. 8, 16, 32 and 64. It loads for 12, 6 or 4 exposures. The No. 3 Folding Brownie meets the requirements of those who wish an inexpensive folding instrument taking a $3\frac{1}{4} \times 4\frac{1}{4}$ picture. It has the automatic locking device for quick focusing with scale for, 8, 20 and 100 feet.

The camera weighs 25 ounces and measures $8\frac{5}{8} \times 4\frac{5}{8} \times 2\frac{5}{8}$ inches. It has reversible finder for vertical and for horizontal exposures, two tripod sockets and is covered with imitation leather. The fittings of this camera are heavily nickeled and the same care in construction of each part is taken as with the more expensive instruments.

STEREO BROWNIE.

There is unquestionably a growing interest in stereoscopic photography, an interest which we believe it is well worth our while to foster. For this reason we are offering this little instrument in the belief that it will help this branch of photography just as the cheaper Brownies have helped in the general field.

In connection with the placing of this camera on the market we have some schemes (explained in the manual) that will simplify the printing and mounting and go far toward helping the amateur to success.

The No. 2 Stereo Brownie is an accurate stereoscopic camera and will appeal to that growing class of photographers

who wish an inexpensive outfit for making pictures having perfect perspective.

The No. 2 Stereo Brownies are equipped with excellent twin single achromatic meniscus lenses and twin Brownie Automatic Shutters. These shutters are the same as the Brownie Automatic described, except that they have four stop openings and operate with either bulb or finger release. They operate simultaneously, all the adjustments being on the right hand shutter. Stereo Brownie cameras use daylight loading cartridge film. Each picture is 3¼ x 2½ inches.

The instruments weigh 29 ozs. each and measure 9¾ x 4½ x 2½ inches. Stereo Brownies have brilliant finders and the three lock automatic focusing device. They are covered with imitation leather and have nickeled fittings, and are fitted with tripod socket. They are in every respect perfect stereoscopic instruments.

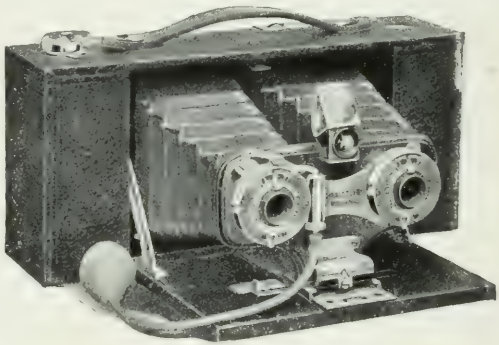
THE PRICE.

No. 2 Brownie Stereo, fitted with pair of Brownie Automatic Shutters, - -	$12 00
N. C. Film Cartridge, 10 Stereo exposures, - -	70
Do., 6 Stereo exposures, -	40
Do., "Double Two" (4 Stereo exposures), - -	30
Carrying Case, - - -	1 00

TERMS. The regular discounts and terms apply on these goods.

NEW MODEL PANORAM KODAKS.

A marked improvement has been made in these goods by equipping them with a new shutter having an oil retarding device, like some of the well known door checks, giving wonderful control of the length of exposure. Heretofore they were practically confined to work under snap-shot conditions. They now have a



The No. 2 Stereo Brownie.

range from rapid instantaneous to the equivalent of a short time exposure, the shutter taking about one minute, when set at the slowest speed, in swinging through the arc of the circle. They are equipped also with iris diaphragm stops, these two features vastly increasing their scope and usefulness.

No change in price has been made in the No. 4 Panoram Kodak. On the No. 1 Panoram Kodak, however, we have been obliged to advance the price to $15.00. This instrument has always been sold at too low a figure and with the expensive improvements added a marked raise in price was necessary.

A CHOICE

TWO METHODS OF DAYLIGHT DEVELOPMENT NOW OPEN TO THE KODAKER. EACH WILL HAVE ITS VOTARIES.

We believe that from the moment the Kodak Tank Developer becomes known to the general public it will largely outsell the Kodak Developing Machine. Nevertheless we have not forgotten the skepticism with which the machine was first received and are of the belief that for the present season at any rate the dealer should be in position to offer his customers a choice between them. If he does not have both there will certainly be over-cautious customers who will demand the Machine because they are not willing to buy an article that has not yet had a test by the general public.

In this connection we desire to call attention to the fact that in the Brownie size the Machine lists at 50 cents less than the Tank, which no doubt will have its influence with Brownie customers, and we also call attention to the fact that no Tank is made for the 7 inch (No. 5 Cartridge) Film.

There is no doubt in our mind about the Tank eventually displacing the Machine as completely as N. C. Film has displaced the old style. For the present, however, we believe that both should be stocked.

CASH FOR IDEAS

We want to broaden the scope of the Trade Circular by making it more of a medium for the interchange of ideas as to the best methods of increasing interest in photography. One method that seems to be tangible is that offered by the publication of pictures of good window displays. Early in the winter we suggested a Brownie train, in connection with a snow scene, as valuable for Christmas advertising. Dealers all over the country took up with the idea and made a success of it. It sold goods.

We are tempted to try an experiment. It must be that frequently there are equally good, or perhaps better window schemes than our Brownie train worked out by dealers. What we want is to let all the trade know about them. Of course, this can do no harm to the originator. His local competitors know anyway. Other dealers far away can do him no harm if they use it.

To help along the idea we make the following offer: We will pay $25.00 for a photograph of any display window advertising our goods which has in it enough merit to warrant our publication of the picture in the Trade Circular. We hope to get enough good ones to enable us to print one or two each month. This is not in any sense a prize contest. Of course, if it happens that we get more of such pictures than we can use we shall naturally

pick out the best. It is possible that there are not as many good ideas floating around as we think for, and that we may receive very few pictures worth the cost of publication. In either event there are likely to be pictures submitted which in our judgment are not worth buying and reproducing. Such pictures will be returned. Some changes in the plan of this offer may be necessary later on, but we are of the belief that the idea will be mutually advantageous, and we hope for the co-operation of the trade in working it out.

A suggestion as to the kind of displays that are likely to prove acceptable may not be amiss. A window crammed full of goods and signs is good advertising because it shows to the public that you carry a creditable stock, but such advertising is after all a little commonplace. What we want are pictures of displays that are novel, out of the ordinary—likely to attract attention.

Pictures should be not smaller than 5x7 inches, printed on glossy paper (preferably Solio) and should be mounted, and accompanied by a few words describing the display.

Only those who maintain the quality of their products can maintain the price of their products

THE CAMPAIGN

SOMETHING ABOUT THE KODAK ADVERTISING FOR 1905. AN OPPORTUNITY.

Now and then we have a letter from a dealer who says in effect: "This magazine advertising you do is all very well but I think you should do some advertising here in my town."

The dealer who writes a letter like that probably thinks that his home paper is the only medium in which our advertisement can help him sell Kodaks. He does'nt realize that the circulation of our advertisements in his home town is probably greater than the circulation of all the papers in his town put together, that at the proper time of the year our advertisements are practically all full pages and many of them are back covers in colors. As a matter of fact we ourselves have only recently come to a realization of the strength of our campaign

Through an association to which we belong we get reports not only on newspaper circulations but reports on news stand sales of the various publications. These reports are obtained by the salaried representative of our association and can be relied upon.

Recently this representative covered a city of some 10,000 people. The largest newspaper circulation in that city is 1,200. Two news stands in that city have a monthly sale of 949

copies of publications containing our advertisements, and in the season that means *full* page advertisements. In these figures we have put in the weeklies only once although it frequently happens that our advertisements appear in a good live weekly twice or more during a month. This count of 949 takes into consideration *two news stands* only, allowing nothing for the other stands, or for the subscription sales. Taking into consideration such publications as the Youths' Companion with a circulation of over half a million and no news stand sales, the Saturday Evening Post sold mostly by boys and not on the stands, the Ladies' Home Journal at 15 cents per copy on the stands with a subscription price of only a dollar a year, the direct-to-the-homes circulation that is uncounted in a news stand estimate must be enormous. If one takes into account all subscription business, the business of the other stands and the direct sale by boys the circulation of our advertisement in this little city must be several times that of the best newspaper in the town.

In another city of 65,000 people *two* news stands sold in one month 4,848 copies (counting weeklies only once) of the publications that carry the Kodak business. We will hardly attempt to tell how valuable this publicity is to the dealers in that city but it certainly means that "Kodak" must be well known and that a backing up of the general publicity by local effort will bring business unless printers' ink has lost its virtue—and we do not think it has.

Proof of our confidence in it is shown by the fact that we have engaged back cover spaces in colors for the spring and early summer in publications of the highest grade having an aggregate circulation of more than EIGHT MILLION COPIES. This to say nothing of the many more millions of copies of such publications in which we talk Kodak in large spaces, but on an inside page.

The cost of this advertising is something enormous. The back cover of the Ladies' Home Journal for one month is $4,800.00 to the advertiser. An ordinary page inside in Munsey's magizine costs $475.00 per month. But on the other hand this advertising is cheap for in Munsey's it costs at the rate of only 75 cents per page per thousand circulation. What would the solicitor who comes in with a programme, total circulation 500, say to you if you offered to take a page at this rate, *i. e.*, 37½ cents for his entire edition? Yet here is one of the very points that should be mutually understood between you and us. We are willing to pay $475.00 for a page in Munsey's and refer every inquiry to the dealer but we cannot afford to take space for you in the county fair program, or the lodge or the church program. Such advertising would cost vastly more in proportion to the benefits derived *by you* than what we

are now doing. Where the edition is small the very cost of setting up the ad is more than the whole value to a concern that uses the big general mediums. Outside of the photographic magazines we are using but few publications with a circulation of less than 50,000 copies per issue. The cheapest mediums as a rule are the ones that cost the most. They figure out the smallest price per copy, they give the best printing, the prestige of the publication adds weight to the advertisement.

It is this PUBLICITY in capital letters that we are giving for your interests and our own. Your interests are taken care of for every ad says "at the dealers." The public must be made to know though that you are the dealer, that you have a full line of goods and the new up-to-date stuff.

We are willing to help along these lines too. Catalogues will be going out soon to the most remote points first, and the latter part of May should find every dealer supplied.

About June 1st we shall send to every dealer a package of our new signs. We have something more attractive this year than ever before. An eye-catcher that will make people stop and think "Kodak."

About June first we will have a new edition of Brownie Books ready—you can have just as many as you are willing to mail.

All the time we have electrotypes for your newspaper advertising. There are some new good ones this spring. One of them is shown on the back page of this issue. Others will be shown in our "1905 Cut Sheet" to be mailed you soon.

With the new goods, the broad general advertising and the natural growth of interest in photography this is to be another year of Kodak Progress. The dealer who makes the most intelligent and vigorous use of his advertising opportunities will reap the benefit.

Boom

the

$2,000

KODAK

Competition

Special
Novice
Class

Tell the beginners.

VELOX ANNOUNCEMENTS

POST CARDS NOW FURNISHED IN FOUR DIFFERENT GRADES.

It is quite evident that up to the present time the amateurs have used only their best (most contrasty) negatives for post cards but from the fact that Regular Velvet Velox (for soft negatives) is having a large sale it is pretty evident that a "Regular" Velvet Velox Post Card would prove popular. We have decided therefore to furnish Velox Post Cards in the future in four grades.

Regular Velvet,
for use with soft negtives.
Special Velvet,
Special Portrait,
Special Rough,
for use with average negatives.

On and after May 1st we shall substitute Special Rough Velox paper on all orders calling for Regular Rough—the manufacture of the latter paper being discontinued. This action has been taken after making a careful analysis of the orders received for this paper, the conditions leading us to the belief that it is only used by those who wish to get some kind of a print from a poor negative 4 x 5 or smaller, as it is only in these small sizes that the paper has had any considerable sale of late. Of course the amateur can get more snap and detail from Regular Velvet or Regular Carbon, the surface of these papers being better suited to flat, small negatives. As a matter of fact Regular Rough is the only grade of Velox paper that has not increased in sale during the past three years and now that we have the Regular Velvet as a most satisfactory substitute we deem it best to withdraw the Regular Rough. When dealers have a call for the Regular Rough we think it would be well for them to make the above explanation. There should be no difficulty in making the customer see that one of the other papers will give better results from flat negatives.

NEW FILM CLIP

The Kodak Film Clip is the catalogue name of a new clip for use in drying film negatives, or prints which will, we believe, find a ready sale. The new clip is of wood with brass spring, is five inches in length and has the advantage over other clips that it may be hung so as to parallel the hook or stretched line from which it is suspended or may be hung at right angles to same. It has the further advantage of being cheap and owing to the increasing amount of "strip development" will undoubtedly find a ready sale.

Price, fifteen cents per pair.
Discount to the Trade, 25%.

The thing which is really "just as good" doesn't have to sell at a cut price

If it isn't an Eastman, it isn't a Kodak.

Drawn for Eastman Kodak Co., by Edward Penfield.

Bring your Vacation Home in a

KODAK

Add to the after-delights of your holiday with pictures of the people, the places and the sports you are interested in. Every step is easy by the Kodak System.

Kodaks, $5.00 to $108.00 Brownies, $1.00 to $9.00

CANADIAN KODAK CO., Limited
TORONTO, CANADA.

Catalogs at the dealers or by mail.

One of the new Kodak Magazine advertisements.

JUDGES FOR THE KODAK CONTEST

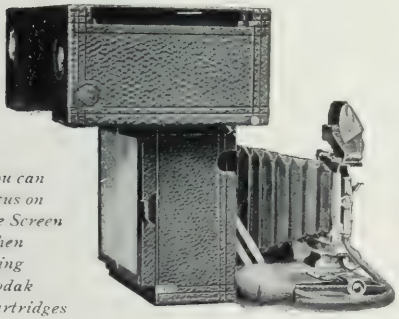
Owing to the fact that very many experienced photographers do not like to enter work in a competition until they feel assured that there is to be a thoroughly competent jury of award, we have arranged for the judges in the present competition at this early date so that none may stay out on account of a fear that we will not have jurors who are capable of passing intelligently on the pictures submitted.

In the selection of a jury we have had two important points in mind. First, the selection of gentlemen of high standing and unquestioned competency. Second, the selection of gentlemen affiliated with neither of the warring factions—men who are broad-minded enough to recognize merit where it exists in a picture, no matter whether that picture be as sharp as a needle or as woolly as Mary's little lamb.

We take pleasure in announcing that the following named gentlemen have consented to serve:

Charles I. Berg,
A. Radclyffe Dugmore,
Henry Troth.

Plant the
New Brownie Acorn.
A fine growing variety.



You can focus on the Screen when using Kodak Cartridges

All the

KODAK

Advantage,

in combination with an unrestricted use of the ground glass, is found in the NEW SCREEN FOCUS KODAK.

They appeal to the people who know.

Drawn for EASTMAN KODAK CO., by A. B. Frost.

There are no Game Laws for those who

Hunt with a Kodak

One of the ideas that will be forcefully presented in this summer's Kodak publicity—an idea worth your exploitation.

"The rod or gun may be left out, but no nature lover omits a Kodak from his camp outfit."

NEW FORMULA

AN INCREASE OF PYRO IN FILM DEVELOPER.

Carefully made tests have convinced us that when used with our present extremely sensitive film the old Pyro formula gives detail at the expense of snappiness. We therefore are recommending the following formulæ to users of that product:

For Dark Room Use.

PYRO SOLUTION A.

	Avoirdupois.
Pyrogallic Acid,	1 ounce.
Sulphuric Acid,	20 minims.
Water	28 ounces.

SODA SOLUTION B.

Carbonate Soda, anhydrous*,	2 ozs.
Sulphite Soda, anhydrous*,	3 ozs.
Water,	28 ozs.

*If crystals are used double the quantity.

To develop take:

A,	1 oz.
B,	1 oz.
Water,	8 ozs.

This developer will then contain 1.50 grains Pyro per ounce.

Formulae for Six Minute Development in Kodak Developing Machine.

	Avoirdupois.
Brownie Machine,	
Pyro,	10 grains.
Sulphite of Soda (anhydrous),	30 "
Carbonate " "	20 "
Water,	8 ozs.
Style "A" Machine,	
Pyro,	22 grains.
Sulphite of Soda (anhydrous),	66 "
Carbonate " "	44 "
Water,	16 ozs.
Style "E" Machine,	
Pyro,	30 grains
Sulphite of Soda (anhydrous),	90 "
Carbonate " "	60 "
Water	24 ozs.
Style "H" Machine,	
Pyro,	50 grains.
Sulphite of Soda (anhydrous,)	150 "
Carbonate " "	100 "
Water,	40 ozs.

Formulae for Ten Minute Development in Tank Developer.

Brownie Tank Developer,	
Pyro,	20 grains.
Sulphite of Soda (anhydrous),	60 "
Carbonate " "	40 "
Water	12 ozs.
3½ inch Tank Developer,	
Pyro,	44 grains.
Sulphite of Soda (anhydrous),	132 "
Carbonate " "	88 "
Water,	36 ozs.
5 inch Tank Developer,	
Pyro,	60 grains.
Sulphite of Soda (anhydrous),	180 "
Carbonate	120 "
Water,	48 ozs.

Formulae for Twenty Minute Development in Tank Developer.

Brownie Tank Developer,	
Pyro,	10 grains.
Sulphite of Soda (anhydrous),	30 "
Carbonate " "	20 "
Water,	12 ozs.
3½ inch Tank Developer,	
Pyro,	22 grains.
Sulphite of Soda (anhydrous),	66 "
Carbonate " "	44 "
Water,	36 ozs.
5 inch Tank Developer,	
Pyro,	30 grains.
Sulphite of Soda (anhydrous),	90 "
Carbonate " "	60 "
Water,	48 ozs.

As a matter of course we have made changes in the chemicals put up in our Pyro powders to correspond with the changes made in the formulæ published above. In the case of the powders for dark-room use no change in price has been made but the increase in Pyro (although there is something of a decrease in the comparatively inexpensive Sodas) makes it impossible for us to continue the old list on Machine Powders, as these goods are sold at a very narrow margin of profit by us in order to boom machine development. In making the changes in packages, labels, etc., that the change in formula necessitated, we have so arranged matters that the same packages answer for both Tank and Machine (except those for H. Machine) and are so labeled.

PRICE LIST.

Developer Powders, per package of one-half dozen pairs.

Brownie, for Brownie Tank or Machine,	$0 15
A—3½, for 3½ inch Tank or A Machine,	20
E—5, for 5 inch Tank or E Machine,	25
H, for H Machine,	35

Discount to the Trade, 33⅓%.
Do., gross lot pkgs. assorted, 40%.

Drawn for Eastman Kodak Co., by C. Allan Gilbert.

The Kodak Girl in Fair Japan.

Reproduction of one of C. Allan Gilbert's clever paintings that will figure conspicuously in the season's advertising.

FOR TRADE CIRCULATION ONLY.

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN."

Vol. II, No. 2. TORONTO, CAN. MAY, 1905.

EASTMAN'S VELVET BROMIDE.

A NEW BROMIDE PAPER THAT WILL HELP BUSINESS.

The unprecedented success of Velvet Velox led us to experiment with a bromide paper of similar surface. The result of our experiments was highly gratifying, enlargements on this new paper having the rich velvety lustre that has proven so popular in Velvet Velox. This new product is particularly advantageous when used with negatives having broad shadows, the light sheen of the semi-gloss surface giving to enlargements from such negatives a life and brilliancy that is highly pleasing.

Chemically the emulsion is of medium contrast, having a wide range of gradation, and it is therefore made in one grade only. While having the same surface as Velvet Velox, the stock used for Velvet Bromide is somewhat heavier than the Velox, thus adapting it to use in large sizes for enlargements.

The new paper is worth your exploiting and will, we believe, be especially appreciated by those who do enlarging from amateur or from landscape negatives.

SCREEN-FOCUS SUCCESS.

The Screen Focus Kodak has met with a more immediate success than we had anticipated, with a result that there is a temporary shortage. As soon as we began to advertise them the public became interested in their novel features and, considering the price, the sale has been extraordinary.

There has been just one difficulty, and that has not been with the cameras themselves but with the people who do not carefully read the manuals. It is most distinctly stated that the back cannot be swung up for focusing *except when the dark slide has been inserted.* This feature we consider a valuable safeguard for the film, as the insertion of the slide automatically unlocks the back, which can then be swung up when the proper button is pressed. Just a few minutes attention to the manual makes

every step clear and simple, but there are a number of details in which these cameras differ from the other Kodaks, and every dealer should thoroughly post himself regarding them and should be sure that the purchaser fully understands operating them before he leaves the store.

Shipments will begin again in a very few days and now that we appreciate the demand we expect to not only quickly catch up with all back orders, but keep a stock for immediate delivery. In the meantime we suggest to you that there is a growing interest in these cameras and that no photographic stock is complete without them.

ROYAL RE-DEVELOPER.

FOR OBTAINING SEPIA TONES ON BROMIDE PAPER.

Unquestionably there is a growing demand for large Sepia-toned prints, a demand which the photographer has been somewhat disinclined to foster owing to the fact that heretofore it has entailed the employment of the somewhat tedious, though simple, method of hypo toning. With Royal Re-Developer the process is simple, short and inexpensive.

The results with Royal Re-Developer being chemically identical with those obtained by the hypo-alum method, there can be no question of permanency and there is no change from the original black and white in either detail or gradation. Re-Developed Royal Bromide prints are particularly pleasing, but a Bromide print of any texture or surface which has been evenly fixed and thoroughly washed will give a desirable result when re-developed.

The expense of the process is slight, as three hundred 8x10 prints can be re-developed by the contents of a seventy-five cent package and the time involved is not long, as a print can be turned sepia in less than two minutes.

There will, we believe, be a large demand for Royal Re-Developer, especially from the professional trade. It's worth exploiting.

DIRECTIONS.

TO PREPARE SOLUTIONS: To prepare bleaching bath dissolve contents of tube marked "Bleaching Agent" in 20 ozs. of water, to which should be added twelve drops of aqua ammonia.

To prepare re-developing solution, dissolve the contents of the box marked "Re-Developer" in 32 ozs of water.

(1). Immerse print in bleaching bath, letting it remain until only faint traces of halftones are left and the black of the shadows has disappeared. (The image will then resemble that of an undeveloped Platinum print). This operation will take about one minute, though no harm will result from a somewhat longer immersion.

(2). Rinse thoroughly in clean cold water.

(3). Place in re-developing solution until original detail returns. (For about fifteen seconds). Blisters may appear if prints are re-developed longer than a minute.

(4). Wash for half an hour in running water.

THE PRICE.

Royal Re-Developer, per pkg., - - - - - - 50 75

Discount to the Trade, 33⅓%

Prepare for Brownie Acorn Planting Time.

TANK TALK.

We cannot help talking tank. We are filled with the same enthusiasm for it that we had when we first put out the cartridge system; the same enthusiasm we had for the first pocket Kodak; the same enthusiasm we had for the first Brownie.

When you get as enthusiastic over the tank as we are, you will sell them to everyone who takes pictures. Just get a tank and develop a roll of film—you will be instantly inoculated with tank enthusiasm.

It may not make the talk right on the start that the machine did, because it is not so revolutionary. People have come to recognize the advantages of time-development and to understand that the dark-room is no longer necessary. The tank, therefore, will not create as great a sensation as did the machine—but to convert the people to it will be no great undertaking. It was a long step from the Dark-Room to the Kodak Developing Machine. It's only a short one from the machine to the tank.

The tank will outsell the machine because:

It gives even better chemical quality.

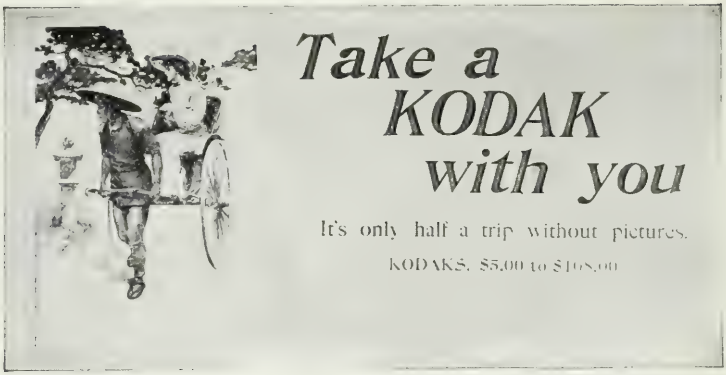
It is more certain in operation and less likely to get out of order.

It is cheaper in the larger sizes.

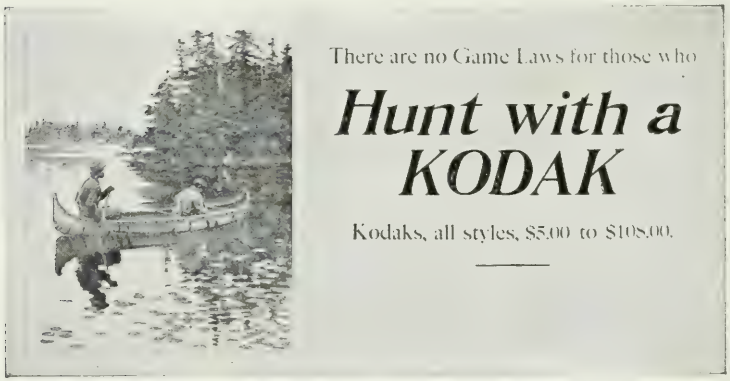
It does away with 90% of the crank turning.

The Tank Developer is no experiment. We have literally developed thousands of rolls with it. After thorough experimental tests we began putting the tank at work on regular orders in our developing department. The first order on which we used it was from a man of national reputation, and was for sixty-five rolls. He knew nothing of the method we used in development. This is what he said: "Thanks very much for the remarkably perfect developing and printing. When one gets such excellent results from films and a folding camera I cannot understand why any man should care to cart about a ton of glass plates and a machine as big and unwieldy as a Saratoga trunk."

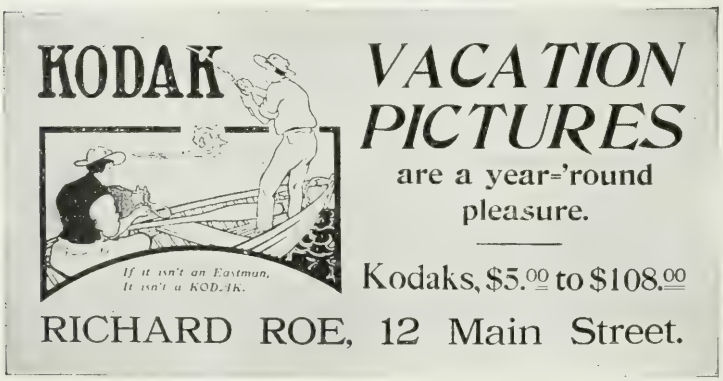
Do not jeopardize your business by furnishing the "Just as Good."



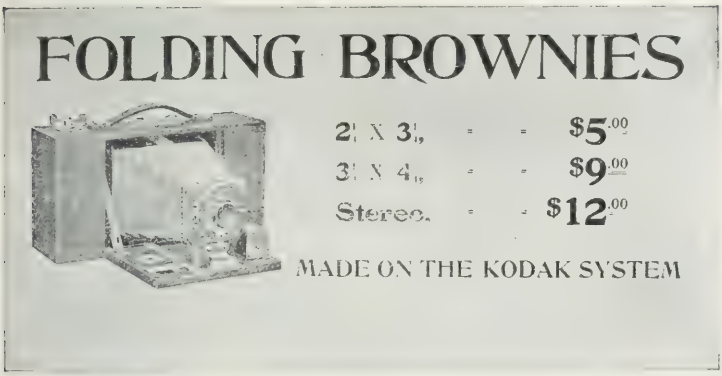
No. 436. Picture in full colors.



No. 402. Picture in full colors.



No. 404 A bold design.



No. 434. A straight bid for business.

STREET CAR CARDS.

For local advertising, we are strong believers in the use of street cars. They reach an enormous number of people at a relatively small cost. But street car advertising is of little value without good display cards. They must be strong enough to catch the eye and must be easy reading. A lot of small type or of fancy type kills their usefulness.

Our new street car cards shown here depend for their attractiveness very largely on their coloring. In Nos. 436 and 402 the paintings by Gilbert and Frost are beautifully reproduced by the three color process. The type display is also in colors. The Brownie card No. 434 is not so fanciful as these but nevertheless it gets down to business and will sell goods. Card No. 404 is a bold one, in colors, of course, and is well calculated to stir up interest and make the reader remember who sells Kodaks.

In offering these cards to the trade we are obliged to make some equitable ruling regarding their distribution.

It is obvious that no two dealers in the same town would care to use the same cards. In filling orders for street car cards, we shall, therefore, give the preference to the first dealer who applies from each city, but will not furnish him more than one kind of card until it becomes obvious that the other dealers in his town are not interested. When there is only one dealer in a city who uses the cards he can run through our entire line and when it is exhausted we will get him up new cards if he wants them.

These cards are of the standard street car size, 11 x 21 inches and are to be furnished *for street car use only.* They are too expensive and too perishable for fence tacking or similar purposes.

We have had a considerable list of street car users for several years and in nearly every case they get highly satisfactory results from this method of

advertising. We have, for a long time furnished them with cards and as they are always quick to use anything we get up, there can be no doubt about their having found Kodak cards and street cars a profitable combination.

In ordering, please tell how many cards you need and indicate the style of card wanted by number.

We particularly request that you order only as many as you require. They are too expensive to waste.

Tell your customers to send home prints from their vacation negatives on VELOX POST CARDS.

Then sell 'em the cards and developer.

PRESIDENT ROOSEVELT ON HUNTING WITH A CAMERA.

Everywhere there's a growing interest in out doors—a growing interest in nature and its study. The magazines are full of it and fortunately the camera is becoming closely associated with the life of the woods. Books that tell of the ways of the wild creatures of wood and plain and sea are evidently having a large sale, for the publishers are continually bringing out new ones. And very many of these books are photographically illustrated.

Among the recent publications is "Wild Wings," by Herbert K. Job, a magnificently illustrated work, giving the adventures of a camera-hunter among the wild birds of North America on land and sea. The book opens with an introductory letter from President Roosevelt, which is interesting in that it shows the growing tendency toward the use of the camera, even with so strenuous a sportsman as the president. The introductory letter, written after a reading of the author's earlier book, "Among the Water-Fowl," is, in part, as follows:

WHITE HOUSE,
Washington.

MY DEAR MR. JOB:

As a fellow Harvard man I must thank you for your exceedingly interesting book. I have been delighted with it, and I desire to express to you my sense of the good which comes from such books as yours and from the substitution of the camera for the gun. * * *

There is altogether too much shooting, and if we can only get the camera in place of the gun and have the sportsman sunk somewhat in the naturalist and lover of wild things, the next generation will see an immense change for the better in the life of our woods and waters.
* * *

Faithfully yours,
THEODORE ROOSEVELT.

It so happens that a portion of our spring and summer advertising is right along this very line. "There are no game laws for those who hunt with a Kodak," is the idea we have brought out in connection with Frost's beautiful painting that we are using in a score of important publications—in many of them on the back cover in colors.

This nature idea should be fostered. We are doing what we can to help it along. If every dealer will *talk it*, there will be an appreciable quickening of interest in the sport of Kodak hunting.

√ An out of town Kodaker brings in film for development: When he comes for his negatives suggest VELOX POST CARDS for mailing to his friends.

√ FOR JUNE.

Within a few days after this issue of the Trade Circular is off the press, every customer will have his supply of catalogues, and our 1905 magazine advertising will be in full swing.

In another column we have something to say of the newspaper cuts and street car advertising that you should use to help get business. But the magazine and the catalogue advertising is only a part of what we propose to do for you. About June 1st you will receive the handsomest lot of hangers that you have ever received from us—probably better than those you have ever received from anybody. They will be a big help to your window display.

Early in June our new booklets will be ready. The Brownie Book, size 4½ x 5¾ inches and the Kodak booklet 3½ x 5½ inches. Both are worth mailing—too good altogether for door step circulation. We are also preparing a small folder, describing the Kodak Tank Developer which you should mail to every one that has a cartridge film camera. Catalogues and show cards are sent to everybody. These special booklets are sent only to those who ask for them. Therefore it will be necessary for you to put in your order for just the number required. Our advertising department will attempt to give you good service if you make your wants known.

It is always best to send a separate letter when ordering advertising matter.

KODAK

On every pleasure jaunt you want

A KODAK

$5.00 to $108.00

We carry a complete line of Eastman Photographic Goods.

RICHARD ROE & CO.

A NEW LINE OF ATTRACTIVE CUTS.

This spring we are going to make an extra effort to help our dealers in their newspaper advertising. We have some Kodak illustrations that "touch the spot". They'll make people dream of vacations and vacation pictures. They'll make children tease for Brownies. They'll attract attention and make Kodaking attractive.

The cut in the "ad" on page 12 is ready. It is No. 288 single column; No. 289 double column. In a short time we will send each dealer a cut sheet, showing the new cuts, from which you can order.

Fuel to the Flame

Enthusiasm is the fire that makes steam for running the business engine.

Enthusiasm must have fuel or it will burn out.

The new fuel for firing your enthusiasm is:

The Kodak Tank Developer.

The No. 3 Folding Brownie Camera.

The No. 2 Stereo Brownie Camera.

Push the ADVANTAGE given you by the $2,000.00 Kodak Competition.

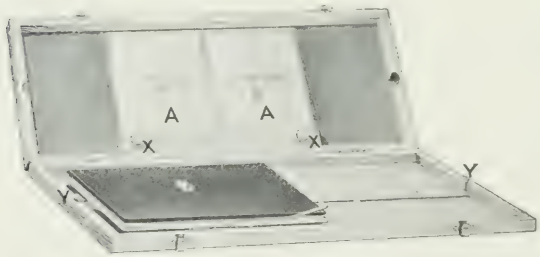
Circulars, *with your imprint*, free for the asking.

THE STEREO BUSINESS.

Three things have militated against the stereoscopic craze. The high price of stereoscopic cameras, the difficulties of stereoscopic printing and the fact that photographic dealers do not, as a rule, handle stereoscopes or have the means of showing the work the cameras will do.

We have over come the first two difficulties. We are willing to help you overcome the third. The Stereo Brownie at $12.00, perfectly meets the question of price.

The printing difficulty is overcome in the simplest possible manner by means of the Brownie Stereo Printing Frame. This frame is made



Brownie Stereo Printing Frame.

of just the right size for use with No. 2 Stereos Brownie negatives and *does away with the necessity of cutting apart either the negatives or prints.* The negatives, A A, are placed over the mask and held in place by the clamp x x. The paper is clamped to printing pad B, the pad being pushed to the extreme end of frame. Frame is closed and print made; frame is then opened and pad pushed to extreme opposite end of frame and second print made, the prints thus automatically transposing. It is all as simple with one of these frames, as making a single print.

PRICE.

Stereo Brownie Printing Frame,	$1 50
Discount to the Trade,	25.
Glossy Velox—for use in Stereo Brownie Frame, 3⅜ x 6½ inches, per doz.,	$0 25
Do., per gross,	2 00
Solio, do., per dozen,	20
Do., per gross,	1 35

BROWNIE STEREOSCOPES.

Any ordinary Stereoscope may be used in viewing Brownie Stereo pictures, but in order to make it easy for all dealers to show samples and to put a complete outfit before their customers we have prepared to furnish the "Brownie Stereoscopes." These scopes are well made of birch, with aluminum hood and have high-grade lenses, and are offered at a price that should make them sell readily, at the same time giving a good profit to the dealer.

PRICE.

Brownie Stereoscopes,	$ 75
Discount to the Trade,	33⅓

MOUNTS AND SAMPLES.

The Regular Stereo Kodak mounts of the standard size (3½ x 7) are furnished by us

at 10 cents per dozen, 45 cents per hundred and $3.75 per thousand, subject to the usual trade discount of 25%. This makes a splendid profit for the dealer who buys in the hundred lots and sells by the dozen. It is also intended to furnish sample Stereo Brownie prints at an early date to all dealers who buy Stereo Brownie Cameras and Stereoscopes.

In short, it is our intention to help you push the stereoscopic business. There is lots of it to be had for those who boom it.

THE SIZE OF THE TANK.

To prevent confusion, we wish to call the attention of the trade to the fact that the size of the Kodak Tank Developers (3½ inch, 5 inch) refers to the length of spool that they will take, not necessarily to the width of the film. In this connection we call particular attention to the fact that No. 2 Stereo Brownie Spools require the 5 inch Tank. This is because of the fact that long spools are used to carry the extra width of black paper required by our new scheme of having the numbers so located at the edge of paper that they cannot by any possibility offset on the film. The following table shows just what Tank is required for each size :

BROWNIE TANK. For No. 1 and No. 2 Brownie and 6 exposure No. 0 Folding Pocket Kodak Films.

3½ INCH TANK—For 12 exposure No. 0 Folding Pocket Kodak and all lengths of No. 1, No. 1A, No. 2 (also No. 2 Bulls-Eye) No. 3 and No. 3A Folding Pocket Kodak, and No. 3 Folding Brownie Films. Also for smaller sizes.

5 INCH TANK. For No. 4 Bulls-Eye, No. 3 and No. 4 Cartridge Kodak and No. 2 Stereo Brownie cartridges. Also for smaller sizes and for No. 3 Vertical (4¼ inch spool) and No. 4 Vertical (5 inch spool) either 6 or 12 exposure Roll Holder cartridges. No. 4 Horizontal (4 inch spool) Roll Holder Cartridges 6 exposures may be developed in the 5 inch Tank but the 12 exposure cartridge of this size cannot be.

No. 5 Cartridge Kodak and No. 5 Cartridge Roll Holder spools cannot be developed in the tank.

VELOX RE-DEVELOPER IN 30 CENT PACKAGES.

The sales of Velox Re-Developer in the 50 cent packages have been enormus but we are nevertheless of the opinion that the sale of this new product can be still further stimulated and have therefore prepared same for the market in two-ounce bottle at 30 cents per package. No doubt many amateurs will buy this cheaper package for a trial and later will come back for another package of the larger size.

PRICE AND DISCOUNT.

Velox Re-Developer, 2 oz. bottle, per pkg.,	- - $0 30
Discount to the Trade,	- 30%
Do., lots of 1 dozen,	- - 35
Do., case lots (96 packages),	40%

KODAK

days are come

A full line of Eastman Cameras and Supplies always in stock.

Kodaks, $5.00 to $108.00.
Brownie Cameras, $1.00 to $9.00

Richard Roe & Co.

FOR TRADE CIRCULATION ONLY.

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN."

Vol. II, No. 3. TORONTO, CAN. JUNE, 1905

IMPROVEMENTS

IN THE POPULAR LITTLE NO. 1 AND 1A FOLDING POCKET KODAKS.

The improvements made in the No. 2 Folding Pocket Kodak last season, substituting a new shutter and lens and the automatic focusing device for the old equipment, has resulted in doubling the sales on that camera.

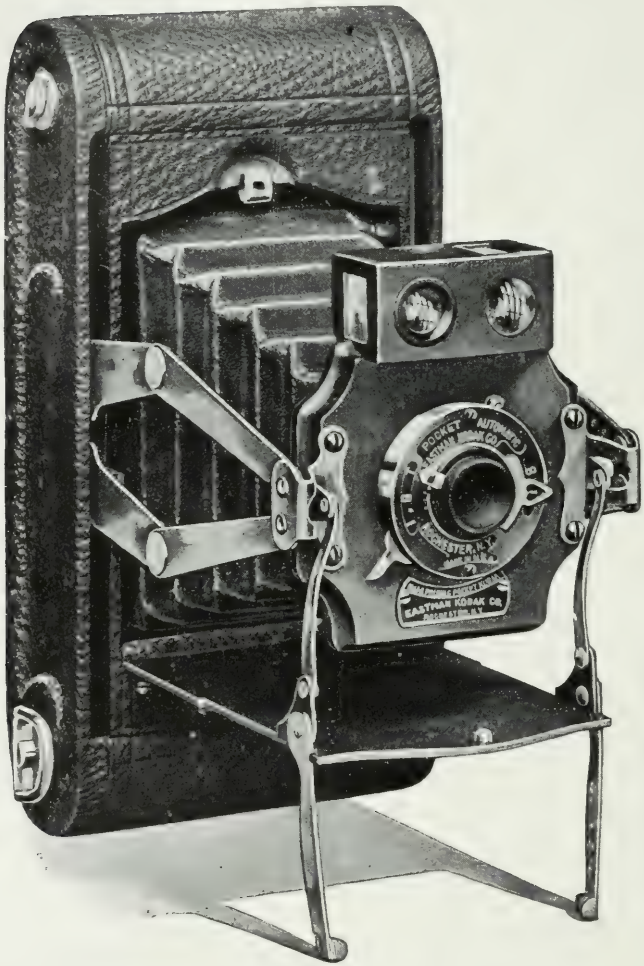
We look for even greater results from the improvements in the No. 1 and No. 1A Folding Pocket Kodaks. Their pocket size and shape have enabled them to maintain their popularity with the great number of amateurs who want pictures with the least possible trouble. The changes have added to their appearance and capability without in any way decreasing their convenience.

The Pocket Automatic Shutter with its Time "Bulb" and instantaneous action and its iris diaphragm stops is a tremendous advantage over the old style shutter. It has features that are more than mere "talking points," the most important of these being the smooth, easy action which prevents all jar to the camera and is an especial advantage in making time exposures. In appearance alone this shutter adds 25 per cent. to the camera's value.

The rapidity with which they could be opened—ready for business, has always been one of the attractive features with these little cameras. Fortunately, we have been able to retain this feature, at the same time putting on a bed that folds over the shutter when the camera is closed. The snappy precision with which they open and close is a mechanical delight. They come out to the correct focus every time, they close instantly with a certainty that no protruding part will catch and break. They have all the old simplicity with added effectiveness

THE PRICE REMAINS UNCHANGED.

We shall advertise them in July, shall continue to push them from time to time, for they are literally *pocket* cameras, a style of instrument for which there will always be a demand. They add to the attractiveness of the Kodak line. How many, please?



The New Model No. 1 and No. 1A

Folding Pocket Kodaks.

They work with a snappy precision
that is a mechanical delight.

FILM DEVELOPMENT UP-TO-DATE.

NEW EDITION.

The booklets issued under the above title last year are no longer "up-to-date." A new edition now on the press is, however, and we want every amateur photographer and every professional that does amateur developing to have a copy.

There are two important changes—the Tank Developer and the change in formula. Better and pluckier negatives are made with the new formula and we hope that everyone who is using our film, or does developing for amateurs will follow it.

And, by the way, a little digression from the subject of this booklet may be permissible. There can be no surer way of increasing the interest in amateur photography than turning out high grade work in the developing and printing department. The greatest incentive to the purchase of more film is the receipt of a well developed and well printed batch of negatives and prints. The dealer cannot take too much trouble in looking after the interests of customers in this respect.

Having made the digression and returned to the original subject—we shall be glad to furnish the Film Development booklets on request.

Here's an Array of Customer Makers:

The New Folding BROWNIES,

The New Stereo BROWNIES,

The New Model No. 1 and 1A Folding Pocket KODAKS,

The Screen Focus KODAKS,

The TANK DEVELOPER.

A KODAK WINDOW DISPLAY BY W. L. STEWART MILWAUKEE.

A CLEVER WINDOW DISPLAY.

The first check under our April "Cash for Ideas" offer goes to W. L. Stewart, Milwaukee. The reproduction of his window display given on page 4 is full of suggestions.

Even people who are not fortunate enough to possess Automobiles are somewhat interested in them, and Mr. Stewart's idea of making up a "car" of Kodaks and Brownies and photo goods is therefore a particularly attractive one at this time. In addition to sending us pictures of his window with the display in it, Mr. Stewart set the display up and photographed it separately, thus doing away with the reflections that are usually so bothersome in show window photographs. We are thus able to give you a first class picture of the "Auto," which, together with the following description, will enable any dealer to put in a similar window :

"I have used Brownie Cameras for lamps ; the hood of the Auto is a 5 x 7 camera ; the top lamp is a 4x5 Cartridge Kodak, a developing machine box takes the place of a carrier on the rear, the wheels are cut out of a board an inch thick and are painted red around the edge, with white letters, the 1905 is red letters. The horn is a glass funnel, the bulb and long hose are taken off a camera. The body of the Auto is painted red."

Of course, each one who puts in such a window will work out some of the details differently. Perhaps improvements can be made. At any rate the scheme is worth working—will make a window that will draw attention—and trade.

CORRECTION.

In the May nnmber of the TRADE CIRCULAR we quoted Stereo Mounts, through error, at 10c. per dozen, 45c. per hundred, and $3.75 per thousand.

The price should be :—10c. per doz., 65c. per hundred, and $6.00 per thousand, subject to usual trade discount, 25 per cent.

STOLEN.

No. 4 CARTRIDGE KODAK, SERIAL NO. 84632.

Beattie & Atchison, Cranbrook, B.C., report that a No. 4 Cartridge Kodak (No. 84632) has been stolen from one of their customers. Dealers are requested to keep an eye out for any such instrument that may be offered them for sale or exchange, and will confer a favor by reporting same to Beattie & Atchison.

Don't let folks forget:

$2,000

IN PRIZES

for Kodak Pictures.

POSTER COLLECTORS.

For several years past there has been a considerable demand from poster collectors for the lithographed hangers we have furnished to dealers. Only a very small part of this demand has been satisfied. This year we expect that there will be very many requests for the Gilbert picture of the girl in the jinricksha. If your customers ask for them you may state that while the supply lasts we will furnish these pictures on the following terms: Unmounted, in tubes, postage prepaid, at 50 cents each.

Mounted on heavy board, carefully packed flat for express shipment, 50 cents each, *express charges collect.*

As these figures barely cover cost and as we only furnish these hangers as a matter of accommodation, the figures are *net.*

THE THREE PER CENT. CASH DISCOUNT.

A few cases have come to our attention where dealers are placing a wrong interpretation on the cash discount clause in the Terms of Sale. In some cases the discount is allowed by the dealer where settlement is made at a later date than provided for in Terms of Sale, and a few even allow the discount to regular customers regardless of the time of settlement. In order to prevent future misunderstanding we call attention to the fact that the dealer is to allow the 3% cash discount only on sensitized paper and then only when full settlement is made within 30 days after the first of the month following sale. There are no exceptions to this rule, and allowing the discount under any other conditions is a violation of the Terms of Sale.

His First Experience.

Peoria, Ill., April 22, 1905.

Eastman Kodak Co.,
Rochester, N.Y.

GENTLEMEN:—

My first experience with your new Kodak Tank Developer was with twenty-two rolls of 3-A films, exposed during a three months' tour in Old Mexico last winter, every one of which turned out good so far as development is concerned.

The Kodak Tank Developer is another step forward in amateur photography.

Yours truly,

HENRY C. MORSE.

ENDORSEMENTS OF VELOX RE-DEVELOPER.

A PRODUCT THAT EVERY DEALER IN PHOTOGRAPHIC GOODS SHOULD PUSH.

"I have used Velox Re-Developer with the most pleasing results and can recommend it to any one wishing to get a perfect sepia picture, superior to any gotten by other processes."

(Signed) E. E. Warne.

"I have tried the Re-Developer and am sending you under separate cover the first three prints that I made. I am delighted with the results as I think I got the best sepia prints that I have ever seen."

(Signed) J. M. Bullock.

"I have used the Re-Developer you sent and wish to state that same proved more than satisfactory. I used it on prints that were two two years old and it brought out perfect sepia tones."

(Signed) A. B. Cornell.

"I have given this a thorough test and find that most beautiful sepia tones can be produced with the greatest ease with Velox Re-Developer."

(Signed) K. M. Ebert.

"I am more than pleased with the effect of Re-Developer when used with Glossy Velox which was developed with your N. A. developer."

(Signed) C. J. Peirson.

"I have tried Velox Re-Developer and given several of my friends samples. We have found it to work excellently and it is just the thing we were looking for."

(Signed) A. Herz.

DEFECTIVE GOODS.

Attention is called to the desirability where goods are received that are defective or not as ordered, of making claim immediately after receipt of the goods. While we are willing to repair or replace defective goods and gladly rectify errors, we are bound to consider it incumbent upon the customer to make claim within not to exceed ten days of the date of receipt of goods, and cannot hold ourselves responsible for supposed defects or errors when claim is not made within time stated.

PLANTING TIME.

THE SEASON FOR PUTTING IN BROWNIE ACORNS IS HERE.

School will soon be out. The boys and girls are planning for their long vacation. It's the proper moment for a strong push on Brownie cameras.

A good big bunch of Brownie cameras in the window—together with the Brownie signs which we will be glad to furnish—will help to make them go. Supp'ement this with a little newspaper advertising and a proper distribution of the new Brownie Books which we are now ready to supply you with *upon request*, and you will find a Brownie trade starting that will help every part of your amateur business.

Just at this time the Brownies will find a particularly ready sale if properly exploited.

Plant the Brownie Acorn and the Kodak Oak will grow.

KODAK

THE WINNER

Take pictures of summer games and sports. Kodaks have fast lenses and shutters.

KODAKS, $5 to $108
BROWNIE CAMERAS, $1 to $9.

Fresh Kodak Film for Vacation Trips.

Richard Roe & Co.

The above cut, double column, is No. 155. Single column, No. 154.
Order by number.

FOR TRADE CIRCULATION ONLY.

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN."

Vol. II, No. 3. TORONTO, CAN. JULY, 1905

NOT EASTMAN

It has come to our attention that there has now and then been criticism of the Kodak, the Kodak film, the Kodak dealer or the Kodak Company from amateur customers who have had poor results from inferior cut price films which they have used. Such film may have been loaded into the Kodaker's camera by a dealer without the customer's knowledge, or the amateur may not have noticed what film he was buying. At any rate, it is "for your interests and our own" that customers who have had poor negatives as a result of using such film, should be made to understand that it is *not* Eastman film.

To this end we have prepared to furnish rubber stamps reading: "This is *not* Eastman Non-Curling film," which will be furnished, without charge, to all Kodak dealers who have a developing and printing department. The proper use of these stamps will, we believe, save adverse criticism of your developing department in many cases and help to undeceive the amateurs on a point which the manufacturers and dealers who make and sell cut rate stuff are trying to deceive them on.

$2,000

In Prizes for Kodak Pictures.

CATALOGUE DISTRIBUTION.

A well authenticated story of catalogue waste came to our ears the other day, and it points a moral.

In 1904, a manufacturing concern sent a certain dealer—we will call him Mr. Roe—three hundred catalogues. Late in the season this concern found itself short of catalogues and among others it asked Mr. Roe to return what he had left. He returned two hundred and sixty-five.

This year Mr. Roe, evidently forgetting the incident, asked that same concern for five hundred catalogues!

Catalogue distribution is one of the problems of any advertising department. As the nearest approach to a solution of the problem we base our shipments on the previous year's purchases. We want every dealer to have catalogues enough so that he may be able to give one to every person that asks for it. If his supply runs out we expect him to send for more. But we cannot afford to furnish them for the rag man and we feel that they are too expensive to send out on mailing lists except in such cases as they are asked for by a prospective customer.

The smaller Kodak Booklets and the Brownie Booklets are intended for your mailing list and will be furnished in quantities on request. They are handsome typographically, are fairly complete, and are, in our opinion, quite as likely to attract the interest of the people to whom they are mailed as are the more bulky and expensive catalogues.

Besides there is a saving to you. The small booklets can be mailed for one cent each. The catalogues will cost you three cents for postage. Better mail three hundred booklets than one hundred catalogues.

ADVERTISING

We have been glad to note that many Kodak dealers are using the new Kodak cuts in their advertising.

The one shown on page 8 of the Trade Circular this month is a good one. This cut, double column is No. 153; single column 152, sent free on request. There's plenty of time yet to sell Kodaks to "vacationers."

STOLEN

The following cameras have been reported as stolen:

No. 3A Folding Pocket Kodak, No. 34669 A, with B. & L. Automatic Shutter, from Chas. H. Wood, Oakland, Cal.

No. 3A Folding Pocket Kodak, No. 18681A, from Cunningham Bros., Champaign, Ill.

No. 3 Folding Pocket Kodak, No. 25948B, from J. E. Brennan, Pawtucket R. I.

A NEW SIGN.

A quantity of Kodak Tank Developer display cards have been prepared aud will be sent to any dealer upon request.

The new sign is shown in the accompanying cut. The colors are attractive. The Kodak Tank Developer, an outgrowth of the Kodak Developing Machine, is the best method of film development ever devised and must prove popular with the public.

Dealers who wish the Tank Developer display signs, please order No. 456.

No. 456.

For Amateurs who Discriminate:

The New Screen Focus KODAK

All the advantage of film lightness, Machine or Tank Development, Daylight Loading, combined with the full use of the Ground Glass. Full of good common sense talking points that have made it a quick seller.

'Twill Sell where 'tis Shown.

ADVERSE DECISION.

Judge Ray, before whom the case of the Eastman Kodak Company against the Anthony & Scovill Company under the Turner cartridge film patent was argued, on June 29th, handed down a decision adverse to the patent, declaring it void for want of invention. The counsel for the Kodak Co., Messrs. Philipp, Sawyer, Rice & Kennedy, of New York, have been instructed to take an immediate appeal from this decision. Our confidence, and the confidence of the attorneys, in the validity of this patent has by no means been shaken, and the Kodak trade has no reason to lose faith in it until it has been passed upon by the court of last resort.

APPRECIATIVE.

A new dealer, recently converted to the Kodak ranks, writes :

"I would like to say a word for the 'Trust,' so called. I have been selling your line for two months now and can truthfully say that I have received from your hands more favors in the way of advertising matter, prompt shipment of goods and fair treatment in general, than I did in all the six years I sold the nondescript line, for which please accept my thanks."

The facts are that the Kodak dealer has the advantage of the best goods and the best known goods. The other dealer cannot make headway against such competition. His only hope is in price-cutting, which means depleted profits.

Only those who maintain the quality of their products can maintain the price of their products. If the "just as good" goods were really just as good, there would be no necessity for selling them at cut prices.

VELOX POSTAL CARDS.

We occasionally get an order for postal cards of a kind that we do not manufacture, generally regular carbon. Please note that Velox Postal Cards are made in the following grades only :—

Regular Velvet

Special Velvet

Special Portrait

Special Rough

Where an order simply calls for "Postal Cards," that is no kind specified, we always furnish Special Portrait.

CARTRIDGE ROLL HOLDER FILM.

Heretofore these films have only been furnished in rolls of 12 exposure, but we are now prepared to also furnish them in rolls of 6 exposure each, where desired. The list price of the six exposure will be half the price of the 12 exposure as shown in our catalogue. This should lead to an increased demand for this style of film. Where orders do not state the number of exposures desired they will be filled with the 12 exposure roll.

FILM.

We have a new edition of "Film Development Up-to-date" in the hands of our printers now, and they will be ready for distribution in a few days. This is a publication of which every user of film should have a copy. It gives full instructions how to develop the film, by hand or with either style of developing machines, and contains useful information about photography generally. We will be glad to have you advise us how many of these books you can distribute to our mutual advantage.

KODAK COMPETITION.

Every mail brings in inquiries for these circulars from amateurs. We believe that many of our customers are not keeping a supply of these circulars on hand. As any amateur contemplating entering this contest will need supplies for making pictures, it will be to the interest of all of our friends to give these circulars as wide a distribution as possible. We will furnish them to you on request.

BROWNIE BOOK.

We mailed to each of our customers last week a sample of the new Brownie Booklet.

This is a book that should tend to assist materially in creating a demand for Brownie cameras, tank machines and photographic goods generally. They are yours for the asking, and we believe it would pay you well to distribute them. Let us know how many you wish forwarded, and they will be shipped promptly.

$2,000

In Prizes for KODAK Pictures

DEVELOPING SOLUTIONS.

From the increase in the sales of our solutions we judge that dealers, with few exceptions, realize the importance of recommending our preparations. The "just as good" developers and toners frequently produce prints *just poor* enough to make the consumer think that the paper he has on hand is defective. If he complains to us, submitting the results which show "freaks," stains, etc., and we prove to him that the trouble he has experienced has been due to improper solutions, will he not, from that time on, be likely to secure his supplies from a dealer who pushes the preparations bearing our trade mark? The same remarks apply to powders.

We make a practice of getting in touch with the consumers of our products. That our efforts are successful and result to the benefit of consumer, dealer and ourselves, is evidenced by the appreciative letters we are constantly receiving. We quote one of these:

"I beg to thank you for the sample of your new all-round developer—'Nepera Solution.' It takes the cake all right. I find that it makes very brilliant negatives and fine Velox prints. It is much handier and gives better results than the M. Q. tubes which I used to use. I find that it is getting to be more and more a pleasure to do photographic work. To what is this due? Mainly to the fact that the Eastman Company in all its branches is continually getting out something new, something better. Almost the first thing I look for in picking up a photo magazine is an Eastman 'ad.'

Hoping both for your sake and for the photographers' that you may long remain in business, I remain, (Signed), ——————."

YOUR PRINTING DEPARTMENT.

Since placing Regular Velvet Velox on the market (see Trade Circular, February, '05), many dealers who have Printing Departments, have written us concerning the success they have using the new product on flat negatives.

One trial should be sufficient to convince anyone, the dealer or his customer, that from weak negatives Regular Velvet Velox will give prints which in brilliancy and general effect, are far superior to the results secured on *any* other paper. The introduction of Regular Velvet, Single Weight and Double Weight, as well as Regular Velvet Post Cards, is important, as these contrasty products redeem many negatives which from being under-timed, under-developed, etc., have been considered worthless.

The Velox season is now on, as your sales must show. If you are not selling 50% more Nepera products than you were last year at this time, you are not getting your share of the increase in Velox sales. Permanent prints carefully made from correctly developed

Kodak negatives, do more to stimulate interest in photography than any other advertising you or we can do.

For the benefit of those who have not received a copy of Velox Formulæ (revised) we quote same herewith.

VELOX FORMULA.

(Revised July 1st, 1905.)

Dissolve chemicals one at a time in the order named in amount of water, stirring constantly.

200 ozs. hot water (temperature not higher than 150° Fahr.)
1 oz. Metol,
4 ozs. Hydroquinone,
15 ozs. Sulphite Soda dessicated, or 30 ozs. crystals,
25 ozs. Carbonate Soda dessicated, or 50 ozs. crystals,
½ oz. Bromide Potassium crystals.

This concentrated developer will keep for weeks in a demijohn, and indefinitely in full bottles well stoppered. This formula, as will be seen, will make 600 ozs. of developer for Regular papers and 1200 ozs. for Special papers. A bath made one part stock solution to two parts water can be used to develop both Regular and Special Velox. Substitution of Ortol, quantity for quantity, for Metol in the above formula, will be desirable if there is any objection to the latter developing agent.

For Regular Velox papers, use one part stock solution to two parts water.

For Special Velox papers, use one part stock solution to four parts water.

Keep the temperature of solution about 70° Fahr.

After the stock solution has been standing several days a slight precipitation may be noticed; this, however, will do no harm, and perfect prints can be obtained from the bath as it is. When the dilution of the stock solution is made as directed above, the precipitated chemicals will be redissolved.

The time of development of Regular papers should not exceed fifteen seconds, while that of the Special should be about twenty seconds if developed in the same bath as for Regular, or not to exceed thirty seconds if in a bath of half strength.

Full control of contrast is secured by varying the dilution of developer, remembering that when using *any* Velox paper, "THE STRONGER THE DEVELOPER THE SOFTER THE PRINT WILL BE." The softest possible print will be produced by developing with undiluted stock solution. Place prints directly in developer, never immersing in water previously. We advise that immediately after removing prints from the developer they be dipped in water for a second before placing in an Acid Fixing Bath made as follows:

Prepare as many ounces of Hyposulphite Soda solution (made up one part Hypo to four of water or 70° Hydrometer test) as are needed for the size of tray or number of prints to be fixed. (The more solution the better for obtaining clean prints properly fixed.)

To 10 parts of this Hypo Solution add one part of the Hardening solution given herewith:

20 ozs. water,
2 ozs. Sulphite Soda Crystals, or 1 oz. dessicated.
12 ozs. Acetic Acid No. 8 (containing 25% pure acid),
2 ozs. Powdered Alum.

Let prints be in the fixing bath about fifteen minutes.

N. B.—Velox prints should be washed for an hour in running water or ten changes of water, and afterward dried, FACE DOWN, on cheesecloth stretchers. Prints will curl very slightly if treated in this manner.

Velox Liquid Developer *Non-Abrasion*, is purchased in bulk by many commercial photographers and secures absolute freedom from abrasion marks, which frequently appear on Regular and Special Glossy Velox. One gallon of this bath, costing $4.00, is sufficient to develop 30 gross cabinet Velox prints or the equivalent.

KODAK

Every summer day at home or away you will enjoy Kodakery

Kodaks,
$5.00 to $108.00

Brownie Cameras
$1.00 to $9.00

Richard Roe & Co.

FOR TRADE CIRCULATION ONLY.

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN."

Vol. II, No. 4. TORONTO, CAN. AUGUST, 1905

KEEP 'EM GOING.

There are hundreds of thousands of amateurs who do not start in using up their new film or who do not buy a new film until they have seen the results from their last one. If you take a week to develop and print their order it very likely means an idle week for their Kodak when that Kodak should be working for your profit and your customers' amusement. It's a week in which his ardor is allowed to cool. It's a possible profit gone—a profit which you cannot afford to lose.

Every new Kodak customer costs you and us both time and money. The biggest real profit comes from him after he has the camera and has begun to use it. You can keep him interested by doing his work with surprising promptness and doing it well. It is the greatest possible incentive to the Kodaker. Films handed you in the morning can be ready for delivery the same afternoon—prints the next day. The customer will appreciate such work. You can keep his Kodak interest at fever heat and profit accordingly.

Look into your developing and printing department. Bring it up to the point of highest efficiency. It will be the best investment you ever made. Do not think because other dealers in your town are slow with this work that you can afford to be slow.

What we are urging upon you is not based on theory—it is based on a wide observation and a study of conditions. There need be no considerable expense to you in bringing about the new order of things. A little systematizing and a bit of zeal will bring the desired condition—and more business.

OLD MODEL NO. 1 AND 1 A F. P. KODAK.

Dealers are now permitted to sell old model No. 1 and No. 1A Folding Pocket Kodaks at less than the list price, *provided only that they do not advertise them at a cut price.*

The new models having been advertised to some extent in the magazines, the old style 1 and 1 A Kodaks will probably soon become slow sellers. There are, fortunately, but few of the old style instruments on hand among the dealers, owing to the fact that several weeks elapsed between the time when we stopped shipping them, and the time when we began shipping the new ones. It will be best for everybody, however, if they are moved off promptly, and it is for that reason that we call attention to the fact that dealers may sell them at a reduced price when they so desire.

THE TANK DEVELOPER.

The Kodak Tank Developer is the theme of our next month's general advertising. We are urging this improved method of development and you already know from your customers what satisfaction is given.

The vacation crowd is beginning to come home now with summer films to develop.

You will want to advertise, in order to sell them Kodak Tank Developers to do their work with. A newspaper cut that can be used in Kodak Tank Developer "ads" is on page 8 The number is 299. Then there are the Kodak Tank Developer cuts shown on the regular cut sheet, any of which we will forward on request.

CHANGE IN No. 5 CARTRIDGE KODAK FILM.

There is a change in No. 5 Cartridge Film. Hereafter we will not make any 12-exposure rolls—only the 6-exposure and the "Double-Two." As there is little demand for the 12 exposure rolls, the change will make no difference to the dealer.

STOLEN.

No. 2 Folding Pocket Kodak No. 38838, from A. E. Crosby, The Dalles, Oregon.

Be Careful Not to Spoil Your Trade by Selling Inferior Cut Rate Developers

Velvet Bromide.

Modern Development in the Tropics.

AGAIN THE TROPICS.

The enthusiastic endorsements of the Kodak System which we receive from people who use it under ordinary circumstances we usually pass over. They are pleasant things to have, we enjoy them, but out of sympathy for a public which has already had thrust upon it a surplus of undigested testimonials we refrain from publishing them.

But when we get letters that tell of Kodak success under extremely adverse conditions we cannot refrain from giving them publicity. The tropics are well known as unhealthy for photographic material and apparatus. The heat and humidity make trouble with emulsions and with the wood work of cameras, where there is any. Dark rooms are like ovens. The glaring sunlight finds its way into plateholders that are seemingly absolutely tight. The Kodak system, however, seems to successfully combat all the difficulties. Here is another instance:

BOCA SAN CARLOS, NICARAGUA,
June 10.

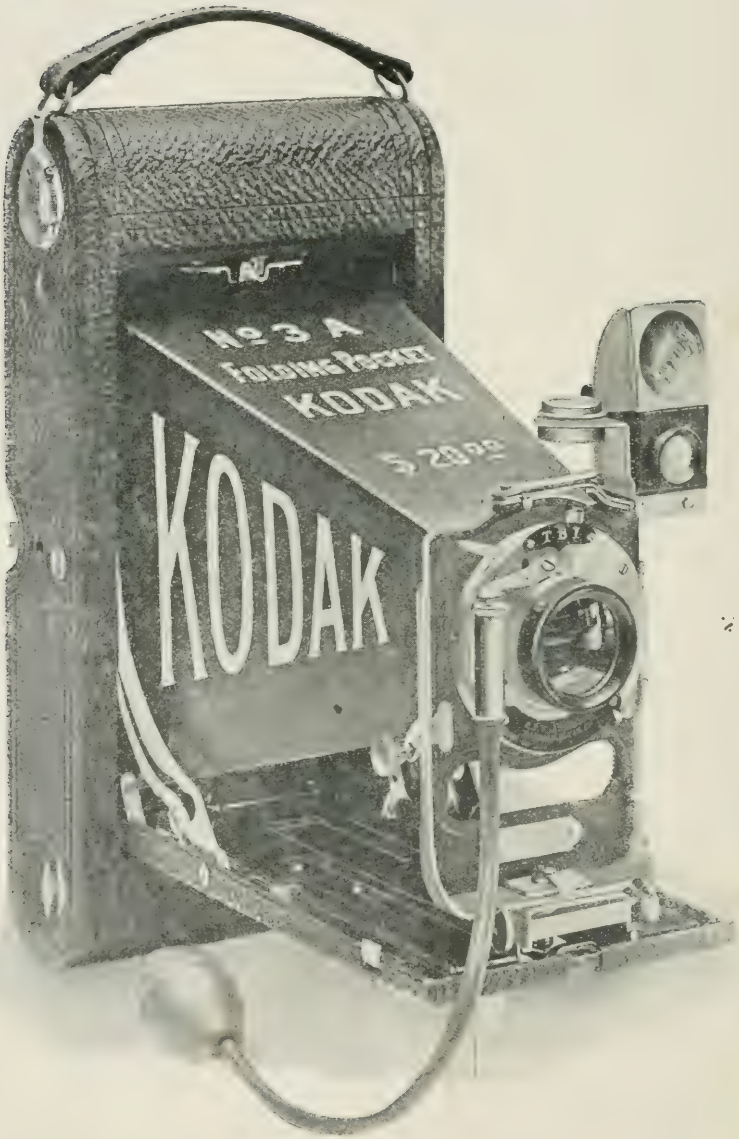
EASTMAN KODAK CO.,
Rochester, N.Y.

Dear Sirs:—You will please find a negative of myself on a Central American Plantation. I was so well pleased with the results obtained from your No. 3A Pocket Kodak and developing machine that I take this opportunity to express my thanks. I can assure you this combination will give you results in the tropics that were impossible by the old dark-room system.

Yours respectfully,
GUY HOGAN.

VELVET BROMIDE

For Landscapes.



Showing the No. 3A Folding Pocket Kodak with Bellows Cover for Window Display.

BELLOWS COVERS.

To protect the bellows of Kodaks from the sun when exposed in a show window, we have prepared a quantity of shields made of red cardboard in imitation of the bellows. These covers slip on easily over the camera bellows ; (see cut) protect them from injury and from fading. They are lettered in white with the name of the camera and the price, and will make a good advertising feature. We now have the covers for No. 4 Screen Focus Kodak ; No. 3 and 3A Folding Pocket Kodaks.

These will be furnished without charge to dealers who request them. How many of each do you wish?

"KODAK CITY."

In the old geographies, which were studied by those of us now in middle life, Rochester, N.Y., was referred to as the Flour City, and the page on which it was described was illustrated by a picture of a flour mill standing beside a high waterfall—the famous falls of the Genessee. As the years went by and the great wheat fields of the Northwest were developed, Rochester lost its prominence as the center of the flour-making industry. It was not that the Rochester flour milling business grew less, but that the same industry in the great West eclipsed it.

About this time seed growing became of great importance here and by common consent Rochester became the "Flower City." It is still a great seed center but it is best known to the world as the great manufacturing point of photographic goods—in fact the city which leads the world in the manufacture of cameras and sensitized photographic goods to say nothing of its great lens industries. It has become the "Kodak City."

Recently there was a great convention of Elks in Buffalo. The visiting lodges from other cities in many cases wore costumes typical of the sections from which they came. The Rochester Elks, over 200 strong fittingly represented the "Kodak City." Here are some of the press comments:

The Rochester party was among the largest in line and the display will do much to aid the movement now under way to change the name of Rochester from the Flower City to the Kodak City.—*Buffalo Express.*

Rochester, No. 24, wearing straw hats encircled with a purple ribbon lettered in gold "Kodak City" were cheered to the echo.—*Buffalo Courier.*

With 246 men in line in the monster parade of the Elks in Buffalo on Wednesday, Rochester Lodge, No. 24, was awarded the first prize for having more men in line than any other lodge, except the Buffalo lodge, which was not competing. Many a lodge had its eyes on the prize but the attendance from the "Kodak City" was too great and to this city the prize will come. —*Rochester Union.*

Each member of the delegation carried a Kodak strapped over his shoulder.—*Buffalo Times.*

The Rochesterites were in gray suits with white shoes and straw hats with a band which read "Kodak City."—*Buffalo Enquirer.*

On their hat bands was the legend

"Kodak City" and every man carried a Kodak over his shoulder * * * When a line was formed an eight-year-old boy garbed as Uncle Sam—a son of one of the members—marched at the head of Rochester lodge. He carried a Brownie camera and attracted much attention. —*Rochester Democrat and Chronicle.*

Exalted Ruler Dr. Richard J. Decker led the Kodak City division with Hebing's Band of 40 pieces as musical escort.—*Rochester Herald.*

KODAK IN ADVERTISING.

FROM AN ARTICLE BY HENRY HARRISON LEWIS IN THE JULY ISSUE OF SUCCESS MAGAZINE.

In a previous article some stress was placed upon the importance of an attractive trade-mark in advertising. The case of the Prudential Life Insurance Company, with its use of the word "Gibraltar" as signifying protection, strength, and solidity, was cited. That it is possible to coin a word and to make it equally effective has been proved by the Eastman Company with its trade-mark, "Kodak." Here is an arbitrary group of five letters strung together without any apparent significance, yet what does it stand for, to-day? It actually has almost superseded the ordinary word, camera, and it will not be many years before the dictionaries of the day will contain the verb, "to kodak," meaning to photograph. It has cost several million dollars to educate the people into the belief that photography is a fine recreation and of value in many ways, and that the Kodak is essentially a first-class camera, but the millions expended for this purpose have brought many millions in return, and the Eastman Kodak Company, to-day, sells its products not only throughout the length and breadth of this country, but also, through subsidiary companies, in all quarters of the globe.

"One has only to look about him to recognize the fact."

When Mr. Eastman was a manufacturer of photographic supplies in a small way it occured to him that much could be done to increase the use of cameras in this country, and that there was a fortune in it for the man who would inaugurate a systematic plan of campaign with that point in view. He resolved to be that man. In those days photography was confined principally to professional photographers and a few men and women who made a scientific study of the art. Cameras were complicated machines, so intricately constructed that an ordinary person could not handle them with any degree of success.

Mr. Eastman's first task was to perfect a "box" camera, or one with the mechanism entirely enclosed, so that the manipulator need not bother with the delicate task of adjusting and exposing. After many experiments a marketable machine, so simply arranged that

almost all that was necessary to take a photograph was the pressing of a button, was constructed. Then came the question of selecting a suitable name. Mr. Eastman took upon himself this important task. He cast about for some word in the English language that would fit the purpose, but without satisfactory results. Then he resolved to invent a word. In time "Kodak" was born, but its birth did not excite any great degree of enthusiasm. To his associates it wasn't any better than any other fanciful collection of letters. *Podoc*, or *berec*, or *nunkak* would have answered the same purpose, and it is only just to say that the word Kodak would be just as meaningless to-day if the magic power of printer's ink had not been utilized.

The first effort of the company in the advertising field was to make perfectly plain the simplicity of the new camera. This decision was not an inspiration, but the result of a clear view of conditions. The merit of the machine rested in the fact that anybody could use it, and that all that was necessary was to press a button. In speaking of this period of its career, the company says:—

"Unquestionably the advertising success of this company came in its early days with the phrase, 'You press the button; we do the rest,' which was a feature of the early Kodak advertising and was so widely taken up by the public and applied to so many different things that it was of tremendous importance in the popularizing of the Kodak goods. It was no easy task for the amateur in those days to do the developing and printing, hence our offer 'to do the rest' offered a strong inducement to him to utilize our cameras."

It is an undoubted fact that the most important part of the policy of the Eastman Company has been its interminable pursuit of publicity. The finger of the company never leaves the pulse of the buying public. Just as soon as the steps of loading and unloading the camera and developing and printing became simplified, the phrase, "You press the button; we do the rest," was partially abandoned, and a new method of attracting the amateur was inaugurated.

This took the form of photographic contests and the associating of the Kodak with beautiful girls. A series of pictures typifying the "Kodak Girl" was published in all the leading magazines. Then an attractive little booklet entitled "The Witch of Kodakery," containing a photograph of an extremely fascinating girl and poetic contributions from well-known writers like Edwin L. Sabin, James Barrett Kirk, and William E. S. Fales, was distributed broadcast throughout the reading world. This immediately became so popular that letters came from all over the country asking for the identity of the girl, and one St. Louis paper published a long article claiming that the original Kodak Girl had been born in that city.

The controversy thus started represents the *ultima thule* of advertising, — publicity without price. With Sunny Jim, Spotless Town, The-smile-that-won't-come-off, Uneeda Biscuit, and a host of others, the Kodak Girl became talked about, and "being talked about" is the very best form of advertising.

ADVERTISING.

We are now prepared to supply dealers with newspaper cuts of the new model No. 1 or No. 1A Folding Pocket Kodaks. The single column cut is No. 251; double column No. 252

To Sell Film:
First Sell
The Kodak.

The Improved Daylight Development.

You leave the Film in the Tank.

KODAK TANK Developer

Three Sizes:

$3.00 $5.00 $6.00

ASK US TO SHOW YOU.

Richard Roe & Co.

FOR TRADE CIRCULATION ONLY.

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN."

Vol. II, No. 5. TORONTO, CAN. SEPTEMBER, 1905

ONLY EASTMAN FILM

In order that we may work intelligently together for your interests and our own, we are reproducing on page 6 an advertisement which we shall use extensively in our fall advertising. We have been somewhat annoyed by reports from people who have had failure from the use of film not of our manufacture, but who believed they were getting genuine Kodak film. We are aware that the Trade Circular does not reach the dealers who have practiced such substitution, but we want the Kodak dealers to know what measures we are taking to warn the public against the "just as good" substitutes.

Our advertising along this line will appear in some of the September issues of *Saturday Evening Post*, *Collier's*, *Harper's* and *Leslie's*, and in the leading Canadian magazines for October, occupying full pages in the latter. It's the logical moment for you to announce to the public that you handle ONLY EASTMAN FILM. With this in mind we have prepared a sample advertisement (see page 8) which we suggest that you use in your local papers. Neither you nor we can afford to have the Kodak products blamed for failures made by people who use inferior substitutes. Our magazine advertising will make thousands of Kodakers look more carefully into the film question than they have before. It is your opportunity, just now, to impress those amateurs with the fact that you sell the genuine Eastman goods.

THE CLOSING DATE

OF THE KODAK COMPETITION NEARLY AT HAND.

It is less than two months now to the close of the $2,000 Kodak Competition. Your customers are just getting home with their summer negatives. No doubt there are prize winners among them if they are but carefully printed. Perhaps work from some of them should be entered in the enlargement

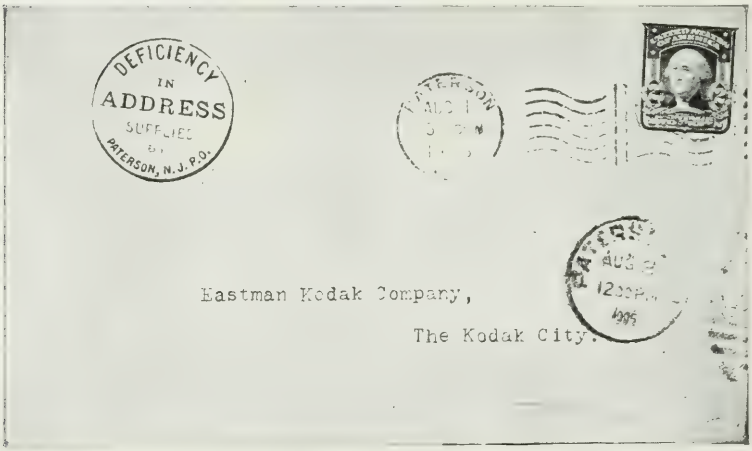
class. At any rate, it will show your customers that you are interested in them if you call the possibilities of the competition to their attention. Look over their work if you can, and when you find any that is really worth while, advise that they enter the competition.

Even better than entering the chance work is the making of work especially for the competition. There are many amateurs who have in mind a picture that they "mean to make some day." A word of encouragement from you may mean a prize for them.

There's much good in these contests and we want every dealer to get his share of good out of them. Only two months left. Contest closes Oct. 20.

VELVET BROMIDE

for those enlargements from your best customer's summer negatives.



Reproduction of envelope mailed to the "Kodak City."

"KODAK CITY"

Just for the sake of seeing what would become of a letter addressed simply to the "Eastman Kodak Co., Kodak City," they had one of their representatives mail a letter so addressed in Patterson, N. J. Somebody in the Patterson P.O. evidently knew something of Rochester, the Home of the Kodak, for the deficiency in address was soon supplied and the letter came to hand with very little delay. Another letter mailed in New York to an individual at "Kodak City, N.Y.," was received even more promptly. All of which is further proof of the wide advertisement of our wares, proof that they are the goods that are known to the public, and therefore the goods which can be pushed by the dealer to best advantage.

If you tell your customers about the Kodak Correspondence College of Photography they will bother us—not you—with their photographic troubles. We will help them make better pictures. That means the sale of more supplies for you.

KODAK TANK DEVELOPERS

We are pleased to advise that a quantity of these machines have been completed and orders first received for all sizes have been filled. We are still short the Brownie and 5-in., but have a quantity of the 3½-in. on hand, and orders for the latter size can be filled on receipt. We hope also to have a stock of the Brownie and 5-in. machines so as to fill all orders on hand by September 20th, and after that time we expect to be in a position to ship all orders for Tank Developers the same day as they are received.

The latest method of Film Development is a marked improvement over any other, and Tanks will have a ready sale provided the attention of your customers is called to them. A distribution of booklet "Film Development Up To Date" should help to this end; if you have not ordered, do so now; we will be pleased to supply them.

Brownie, Style "A" and "E" Developing Machines, are sold out, and we will not make any more of them, but as the Tanks will not take larger than a -5in. spool, we will continue manufacturing Style "H" Machines.

Talk Tank advantages; it will bring you orders.

A NEW BOOK FOR AMATEUR PHOTOGRAPHERS.

"The Modern Way in Picture Making."

With a view to putting in the hands of the amateur photographer a better and more comprehensive work than he has had before, we have just published what we believe will become the standard book of its kind: "The Modern Way in Picture Making."

In this book we have combined the best features of our old publication, "Picture Taking and Picture Making," revised and brought up to date, and have added the entire text of Steadman's "Home Portraiture" and Rich's "Amateur Portraiture by Flash Light," besides which there are new special articles of great value: "Simplicity in Composition," by Alfred Stieglitz, "Some Practical Hints on Winter Photography," by Rudolph Eickemeyer, Jr., and "Nature Study with a Kodak," by A. Radclyffe Dugmore.

In addition to the above, there are a number of short and pointed talks by our own experts on matters of interest to all amateur photographers. The book is a complete aud comprehensive guide to the amateur photographer, from button pressing to lantern slide making and enlarging.

It is printed on heavy enameled paper, is profusely illustrated, and contains 190 pages 6 x 9 inches. The cover is of delicate gray cloth, with the title in gold leaf. Price, $1.00, discount to the trade, 35%

"Picture Taking and Picture Making," our former work, of which more than 60,000 copies have been sold, is now out of print.

KODAK CORRESPONDENCE COLLEGE.

Direct Profit to the Dealer for Securing Members. New School, New Text Book, New Methods.

We want to give the amateur photographers all the information and help that it is possible to give them. We are willing to do it for less than cost and charge the loss to advertising. More than that, we are willing to pay the dealer for helping us do it.

The success of the Kodak Correspondence School of Photography has encouraged us to try to do something on a more ambitious plan along the same line, giving the school a much greater scope. To accomplish this, however, we must have the dealer's vital interest.

Here is the plan. The new school will be called the Kodak Correspondence College. The text book of the school will be our new work, "The Modern Way in Picture Making." The tuition fee will be two dollars, which price includes a copy of the text book. Out of this two dollars we propose to give seventy cents to the dealer who

secures the pupil, and we believe that the method we propose to employ will be unique and effective. It is as follows : An attractive circular has been prepared which will be supplied to dealers upon request. Attached to the circular will be an application blank ; on these blanks the name of the dealer who distributes them will appear. Then, when an application with $2.00 remittance is received by us, the dealer who was furnished with that particular application blank will be credited with seventy cents.

Of course, the dealer should do something more than send out circulars. He should talk the school to those whom it will benefit. Every dealer has amateurs come to him for information. He can frequently relieve himself of a great deal of trouble by showing such people that the K. C. C. is the very thing they need to help them along the path to photographic success. The more people know about photography, the better results they will get. The better results they get, the more goods they will use, which means more business for you and for us and that is what we are all looking for.

No more pupils will be accepted in the old Kodak Correspondence School of Photography; instruction, however, will be continued to those already enrolled.

Orders for circulars of the K. C. C. with your name upon the application blank attached will be filled promptly. Address requests for the same to the Advertising Department.

STOLEN.

3A Folding Pocket Kodak No. 1357 from C. J. Dunbar & Co., Princeton, Ill.

3A Folding Pocket Kodak, with Plastigmat lens and Volute Shutter, No. 37599A from F. G. Willard, Topeka, Kans.

1 Folding Pocket Kodak No. 131957 from C. H. Goldthwaite, Taunton, Mass.

3 Folding Pocket Kodak No. 27049B, from Duncan R. Dorris, Nashville, Tenn.

Velvet Bromide

in black and white or toned a rich Sepia gives delightful results from landscape negatives.

Our Twenty Years of Film Experience

If there is any one line of business in which experience is more important than any other, that line is the manufacture of highly sensitive photographic goods. And of all photographic processes, film making is the most difficult. It has taken us more than twenty years to learn what we know about making film.

And in that twenty years we have also learned how to make the perfect raw materials which are absolutely essential to the manufacture of film—materials which cannot be obtained in the market with a certainty that they will be what they should be. We nitrate our own cotton for the film base; we nitrate our own silver for the emulsion. We go further, we even make the acid with which the cotton and silver are nitrated. Wherever it is possible to improve the completed product by manufacturing the raw material, we erect a factory and make that raw material.

Five years ago we felt that we were approaching film perfection, but no concern, even if it could make film as good as that *was*, could compete in quality with the Kodak N. C. Film of to-day. But experience is not the only advantage that our chemists and film makers enjoy. They have access to the formulæ of the chemists who make the best dry plates in the world. The kodak films of to-day have in them the combined knowledge of the most expert film makers and the most expert plate makers.

The wise amateur will be sure that he gets the film with experience behind it. There are dealers, fortunately not many, who try to substitute inferior films from inexperienced makers, the only advantageous feature which these films possess being the "bigger discount to the dealer." Amateurs, especially those who leave their Kodaks with the dealer to be loaded, should make sure that substitution is not practised against them.

The film you use is even more important than the camera you use. Be sure it's Kodak film with which you load your Kodak.

Remember:

If it isn't Eastman, it isn't Kodak Film.

Look for "Eastman" on the box.

Look for "Kodak" on the spool end.

CANADIAN KODAK CO., Limited,
Toronto, Can.

THE SHORTAGE.

NOT LESS KODAKS, BUT MORE ORDERS.

What has seemed to be a shortage of Kodaks during the summer months was really nothing of the kind. It was an increase in orders beyond all precedent. Our stock-keeping department figured on a liberal percentage of increase for 1905. Early last winter preparation was begun for a big summer trade. Liberal orders were given the camera works, and the camera works increased their working force. They have turned out an enormous quantity of goods, a quantity so much in excess of that turned out in previous years that we can still hardly realize the cause of our failure to supply you promptly. The fact is that what seemed a reasonable percentage of increase was provided for—the increase that really came was overwhelming. Of course the increase in Kodak business meant a like increase in the film and paper sales. We have as a result had some difficulty in taking care of the business in those departments, though the shortage has not been so serious as in the case of the Kodaks and Brownies.

It's too bad not to have the goods when customers are ready to buy—too bad for you and too bad for us. And yet there's a cheerful side to the very fact that with an unusually large supply, that supply was exceeded by the demand. It means that the interest in amateur photography is still growing, that there is more business to be had than you have had before. It means that film photography is not a fad. Fads do not endure for twenty years.

There will always be a danger of shortage in new goods, but we shall try not to get caught again on staples. And we think that there is a lesson for the dealer in this summer's experience. He should not be too conservative in stocking up. The fact that we usually fill orders so promptly has caused many dealers to rely on us for their stock. We anticipate the demand to the best of our ability. The dealer, so far as the non-perishable products are concerned, should do the same. He should order for the future as well as for immediate needs. Kodaks are staple. There is more danger of loss from not having them than from an over-stock.

There's life in the shadows as well as the high lights when the enlargement is on

Velvet Bromide

Eastman Film Exclusively

The film you use is even more important than the camera you use. Be sure it's Kodak Film with which you load your Kodak—the film with

20 YEARS' EXPERIENCE

behind it.

If it isn't Eastman,
it isn't Kodak Film.

We handle Eastman Film exclusively—there are no inferior substitutes in our stock.

RICHARD ROE & CO.

FOR TRADE CIRCULATION ONLY.

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN."

Vol. II, No. 6. TORONTO, CAN. OCTOBER, 1905

DANGER!

Dealers delivering destroying drugs in deadly doses without a warning word on wrapper.

A wit once said that Cyanide of Potassium was a drug of such deadly power that a drop placed on the tongue of a dog would kill a man.

His remark was half in jest, but the fact remains that there are few chemicals more dangerous. Taken internally it means immediate death, absorbed through a wound in the flesh it is nearly as dangerous, and its very fumes are a menace to health and even life.

Yet a photographic preparation which contains a dangerous percentage of this poison has been offered from time to time. Sometimes there are poison labels on the package and sometimes these are omitted, but all preparations containing this deadly drug should bear the skull and crossbones.

These preparations are recommended for over-exposed prints on Bromide, Velox and other "gaslight" papers and for removing stains on those products.

Why use this dangerous drug to remove stains when there is no reason for them to appear? If the photographer will use with Velox the Velox N. A Liquid Developer and Nepera Acid Hypo there will be no stains.

Stains on Velox do appear, and that right frequently, when the prints are developed with some of the "just as good" preparations, but it hardly requires argument to show that there is no need of using a

deadly poison to get rid of a defect when it is so easy to avoid the defect itself. Should a death ensue from the careless use of this unlabelled poison, there would be a question as to the liability of the dealer, which the courts would have to decide, but there is one safe thing to do, *i. e.*, sell the developer and fixer that will give results, which require no deadly cyanide to make them presentable.

As to the use of such preparations for over-exposed prints, the amateur who follows directions and uses the Velox preparations will have so little trouble in this direction that he might far better throw away the few pieces of paper that he may spoil at the start than have this menace to life on his cupboard shelves.

SOME TRUTHS.

The truth about photographic paper isn't half known. The people who buy papers because they are cheap fail to figure what they lose in dissatisfied customers and in uneven emulsions. Educate your customers up to a point where they will count the quality as well as the quantity when figuring cost. A little talk from you at opportune times along this same line will help.

Quality at any Cost.

A famous after-dinner speaker, now a United States Senator, was asked a few years ago to give his opinion as to the concentration of large business enterprises. His reply was brief and to the point: "So long as the great corporations can furnish the consumer with goods at a lower price than can the smaller concerns, they will prosper, *and no longer.*"

He was right and we might add that our business has never been in so prosperous a condition as at present. Quality considered, we are never undersold. By selling imperfect paper that we now burn up, but which others would "work off," by lowering our standards to meet others, we could undersell any manufacturer of photographic paper in the world—but this is not our policy.

Quality first at any cost—such was the policy that made the Eastman products the standard of photographic excellence the world over. It was this policy that made the company so great that the less successful manufacturers now apply to it the misnomer, "Trust." Such is the policy that we shall maintain.

Not only to us, but to the photographer whom we have thus enabled to procure papers of the highest grade and of uniform excellence, has this policy been of benefit.

Our Advantage.

Those who would have our business have been trying—are trying—to create prejudice against us by pointing out the fact that we have a very large capital.

We have.

What does this great capital enable us to do? It enables us to carry enormous stocks of raw paper purchased direct from the mills at the very lowest price. It enables us to carry a stock in anticipation of our wants for months ahead. It enables us to carry so great a stock that we always have a reserve on hand and if a poor shipment comes along we can throw it out without delaying manufacture for a moment. It enables us to maintain our standard of quality at all times —relieves us of the necessity of "working off" imperfect paper—we can burn it up without feeling the loss. It enables us to employ experts in every branch of our business, to erect any special machinery that may be required to help us turn out a perfect product. It enables us to furnish a better product at a lower price than anyone else can furnish it. That is why we sell 95% of the photographic paper consumed.

IT'S FLASH-LIGHT TIME

There's plenty of business to be had in the flash material, the film and the paper that are consumed in making flash-light pictures where this interesting phase of photography is properly pushed—and for safety, convenience and good results, there is no equal to the Eastman Flash-Sheets. Now furnished in three sizes:

No. 1—3x4 sheets per pkg. of ½ dozen - - - - - .25
No. 2—4x5 sheets per pkg. of ½ dozen - - - - .40
No. 3—5x7 sheets per pkg. of ½ dozen - - - - .60

Economical to the consumer, profitable to the dealer. Push them.

The Persistent KODAK Publicity

has helped to make more amateurs year after year.

The dealer who persistently advertises Kodak goods gets the lion's share of the trade.

KEEP 'EM BUSY.

There's nothing equal to portraiture for keeping the amateur busy in the winter months. The great majority of Kodakers have cameras $3\frac{1}{4} \times 4\frac{1}{4}$ or smaller. For portraiture these small instruments need a Kodak Portrait Attachment to make them satisfactory for bust work. If you will push this phase of photography you'll find there's money in it. It's not so much the profit on the portrait attachment—it's the profit on the other things you sell when the amateur uses it.

ARISTO PORCELAIN PRINTING FRAMES.

As suggested by the name these frames are intended for producing porcelain effects on American Aristo paper. The process is simple, the results are delightful.

The idea is this: The paper is first clamped to a padded bed by which means it is kept flat, even when not in contact with the negative. This bed is movable by means of a pair of levers. The paper is printed to about two-thirds of the necessary depth with the paper in contact. Then for diffusion the negative and print are slightly separated by means of the levers at the side of frame, and the printing is continued to the proper depth.

The resulting prints have softness without a loss of definition.

This printing frame offers the wide-awake photographer a new wrinkle to work for the Christmas trade. The cost of equipment is slight; he can make prints almost as rapidly as by the old method and can readily get an extra price for the "Aristo Porcelain Process."

Tell your professional customers.

THE PRICE.

Aristo Porcelain Printing Frames

Cabinet - - - -	$3.00
Do., 5x7 - - - - -	3.00
Do., $6\frac{1}{2} \times 8\frac{1}{2}$ - - - -	3.50
Do., 8 x 10 - - - -	4.75
Discount to the Trade,	20%

Push the books that tell the Novice how:

"HOME PORTRAITURE,"

"AMATEUR PORTRAITURE by FLASH-LIGHT."

"MAIR LIKE THE PLACE."

Two artists were regarding in a Fifth Avenue gallery a print of Millais's "Chill October." One of them said:

"Sir John Millais once showed me the original of 'Chill October,' and at the same time he told me an anecdote about it.

"He said that as he sat painting, one gray afternoon, among the reeds and rushes of the Tay, a voice from behind a hedge asked:

"'Man, did ye never try photography?'

"'No, never,' said Sir John, and he continued to paint slowly.

"'It's a hantle quicker,' said the voice.

"'Yes, I suppose so,' the painter agreed.

"Then the voice said bitingly:

"'An' it's mair like the place.'"

STOLEN.

No. 0 Folding Pocket Kodak No. 16636. Notify L. Schauble, Erie, Pa.

No. 3 Folding Pocket Kodak No. 62956. Notify N. B. Davidson, Naragansett Pier, R. I.

No. 3 Folding Pocket Kodak No. 8977. Notify Albert P. Morse, Wellesley, Mass. Was stolen near Nocona, Texas.

No. 3 Folding Pocket Kodak No. 60638. Notify Inman Drug Co., San Rafael, Cal.

Interest your customers in sending

Velox Postal Prints

from vacation negatives to their friends.

Four Grades:

Regular Velvet,
Special Velvet,
Special Portrait,
Special Rough.

"KODAK AGENCY."

It frequently happens that Kodak dealers send us samples of their advertising or pictures of their store fronts bearing the terms "Kodak Agency," "Eastman Agency" or some similar term to show us how strongly they are pushing our goods. Such use of the word agency puts us in an embarrassing position. We know that the dealer has no intention except to push our goods. Usually he is full of the enthusiasm that we feel like commending, but we are forced to write him that he is *not* an *agent* for us and that we must ask him to withdraw such advertising.

Webster says that an agent is "One intrusted with the business of another; an attorney; a minister; a substitute; a deputy; a factor."

As a matter of fact a Kodak dealer is not in any sense an agent for us. He buys goods at a certain discount and sells them again at a profit. He is not "intrusted with our business." If he were we would be responsible for his acts, which, as a matter of fact, we are not.

We presume that in nine cases out of ten, perhaps in ninety-nine cases out of a hundred, there would be no harm in allowing a dealer to style himself our agent for advertising purposes, but if we permitted one dealer to so style himself we would be obliged to permit all dealers to do the same and unpleasant complications would surely ensue.

We ask all dealers, therefore, to refrain from the use of such terms as "agency," "agents for," etc., so far as reference to our goods is concerned.

95 PER CENT.

AFTER 20 YEARS' EXPERIENCE, RELIES UPON THE KODAK TANK DEVELOPER.

504 Battery St., San Francisco,
Sept. 1, 1905.

EASTMAN KODAK CO.,
Rochester, N.Y.

Gentlemen:

I am sending you enclosed herewith a print from a negative of mine, showing the Tank Developer in use in camp. I exposed nearly 100 films in the Sierra Nevada mountains this summer and developed them all with your "Tank" developing apparatus in daylight, as you will see by the enclosed print. The resulting negatives were uniformly good and averaged 95% of the exposed films; the loss of the remaining 5% was in no case the fault of the Tank development, but generally through carelessness on my part.

I have been doing photography for the past 20 years as amateur; have used about everything in the way of cameras, but I have now discarded all except my 3A Kodak and my Tank Developer.

Yours very truly,
GEO. W. REED.

Velvet Bromide

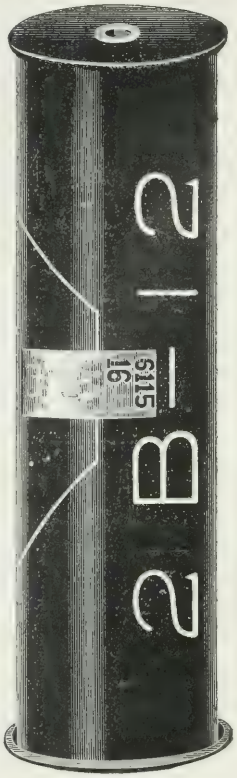
Remember the New Things:

Velvet Bromide,

Royal Re-Developer,

Stereo Brownies.

Make up-to-dateness a characteristic of your store. Remember the new things. Remind your customers of them. Remind them again.



The film you use is even more important than the camera you use.

Be sure it's

KODAK FILM

with which you load your Kodak.

If it isn't Eastman,
it isn't Kodak film.

We handle Kodak Film only.

RICHARD ROE & CO.

FOR TRADE CIRCULATION ONLY.

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN."

Vol. II, No. 7. TORONTO, CAN. NOVEMBER, 1905

NOT CHEAP, BUT GOOD.

Too much care cannot be exercised by you, Mr. Dealer, in the furnishing of developer powders and toning solution. They should be above suspicion, be of standard make, with a name back of them that guarantees purity. Alum baking powders with which hall racks, dinner sets and grand pianos are given as prizes will unquestionably raise biscuits, but it is alleged that they will also raise disturbances for which the aforesaid hall racks, dinner sets and grand pianos are but slight compensation.

The Toning Solutions on the market, which sell simply because they are cheap, will also tone prints, but, alas! they set chemical forces in action which too frequently undo the work in a few weeks and leave the amateur nothing for his pains but a faded and yellow piece of paper.

Many a good customer for film or plates and paper has been spoiled by impure chemicals of the "just as good" variety.

The man who makes the paper is the one who knows how to make the Toning Solution or the Developer to use with that paper. He cannot afford, for the sake of a little extra profit, to use cheap chemicals or let his solutions fall short of the full quota of gold. The reputation of his paper as well as his chemicals is at stake. Neither can he compete in price with the compounder of developers and solutions who does not maintain the highest quality in his chemicals and who has no reputation to lose, because if his product falls into disrepute all he has to do is to invent a new name and order four dollars' worth of new labels.

Even if you have to charge a little more than the cut rate fellow around the corner, stick to the preparations put up by the people who make the papers you are selling. Properly used they will give the best results every time.

In the long run they will so

please your customers that others will find it out. Good goods are after all a better advertisement than a cut price.

FLASH SHEETS vs. FLASH POWDERS.

The advantages of Eastman Flash Sheets over the various flash powders are obvious. The sheets burn more slowly than the powders, giving a softer light that is less trying to the eyes, making up in length of exposure what is lacking in the intensity of light. Portraits made by flash sheets are superior to those made by flash powders for the same reason that a portrait made by time exposure in subdued light is superior to a snap-shot portrait where the subject's eyes are in the glare of bright sunlight.

Flash sheets do away with the sifting of fine powder over the furniture and carpet, which is apt to occur with the use of flash powders or cartridges.

The very fact that the flash sheets burn more slowly than powders and do not sift about and that they require no lamp or fuse is an element of safety.

A twenty-five cent (list price) package of Eastman's Flash Sheets is equal in actinic power to the packages of flash cartridges commonly listed at forty cents—a saving in cost of nearly 40 per cent.

THE ADVENTURES OF A FOLDING POCKET KODAK.

The application of aluminum in the manufacture of Kodaks has ofttimes enabled them to endure hardships that the ordinary camera could never undergo. The following extract from a letter from one of our satisfied customers is but one more evidence of the "Kodak quality:"

"The camera has served me faithfully, and I have taken with it over 200 pictures under all conditions. Even in the tropics, where I was told that films are apt to fail, I got sharp negatives, even though I had to delay developing. It has had all sorts of accidents. I dropped it in a hot spring in a volcano in Java, where it was also stolen and almost ruined by a tame orang-outang. It fell from my pack one time in Japan and was kicked by the horse—hence the dent—and many times has it been soaked with rain in tropical storms, where no amount of protection will prevent the water from getting at it. Despite it all, but few pictures failed except where they had actually come in contact with water. I cannot speak too highly of its worth, and having become rather attached to the apparatus, wish it repaired."

KODAK CORRESPONDENCE COLLEGE

TUITION

Including Text Book, $2.00

Present Profit to dealer, 70 cents on each pupil he secures.

Future Profit—many dollars on the supplies that are sure to be consumed

---

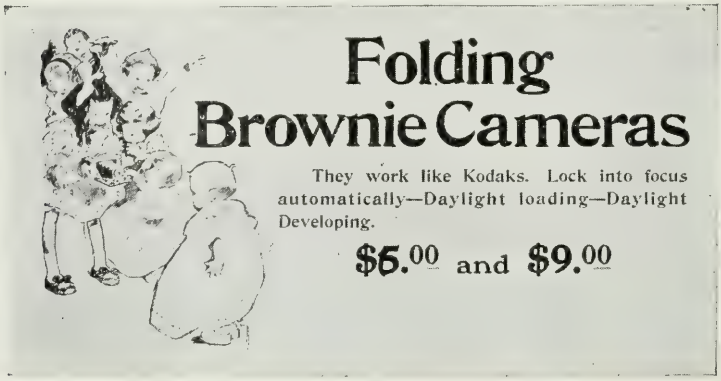
Circulars, with your imprint, free upon request.

TIMELY NEW ADVERTISING MATTER.

We want to begin to supply Christmas advertising early enough for every dealer to secure all he needs to make a big Christmas business. We have already prepared two Christmas street car signs, cuts of which are shown. These are in handsome colors and will be furnished dealers for street car use. Another Christmas street car card will be ready shortly.

The advertisement in the magazines "Our Twenty Years of Film Experience" has excited such favorable comment from many of our dealers that we have had this Ad. printed in folder form. These are ready for distribution to any dealers who wish them. The folder tells conclusively why Eastman film is the best. It

No. 461.
A HANDSOME STREET CAR CARD IN THREE COLORS.


Folding
Brownie Cameras
They work like Kodaks. Lock into focus automatically—Daylight loading—Daylight Developing.
$5.00 and $9.00

No. 486.
A STREET CAR CARD WITH A CATCHY ILLUSTRATION.

will make good advertising material for you.

Along the same line is our new sign No. 476, which many dealers may wish for their show windows. It is a light blue card printed in blue of a darker shade.

Christmas season. It will be ready by November 25th, and will be sent in quantities to any dealer upon request.

The newspaper cut on last page of trade circular, we will also send upon request. It is No. 223.

No. 476.
A SHOW CARD FOR BUSINESS.

We have in preparation an attractive little booklet of 32 pages, giving illustrated descriptions of all the different Kodaks and Brownie Cameras. This little book can be put in an ordinary envelope and mailed for one cent, the circulation of which should sell lots of Kodaks during the

AT THE SPEED LIMIT.

There's no indication of a let up in Kodak business. Every month, thus far this year, has been a banner month as compared with the corresponding month of previous years. We believe that the Christmas

trade, like the summer trade is to be overwhelming. The wheels in our factories are whirring right up to the speed limit. If placing a man astride the safety valve would help turn out goods faster we would doubtless have one there.

Many departments are working overtime. We are at as high a tension as it is possible to be and still turn out goods of the Kodak quality. All this in an endeavor to take care of the Christmas trade that is surely coming.

We want to fill every order the day it is received, but that may be beyond us.

Safety for you and convenience for us can only come by your ordering early.

It's time to stock up for Christmas.

FOR CONSUMER? OR FOR DEALER?

Some manufacturers advertise for the sake of making a genuine demand for their goods among consumers. Others advertise for the "moral effect" on the dealer—to make the dealer think they are trying to influence the consumer. The first kind of advertising costs dollars where the other costs cents, but it's the only kind that really helps the dealer—the only kind that sends customers into his store at no cost to him.

A striking exhibition of this sort of thing, carried out in a clever way, came to our attention a while ago. A certain magazine was doing extensive *advertising for subscribers* in the Rochester, N.Y., papers. The manager of a Syracuse, N.Y., paper happened to be in our office for a friendly chat and we chanced to ask him in the course of conversation if he was getting a slice of the advertising appropriation that the "certain magazine" was spending in the newspapers.

"No," said he, "none of the Syracuse papers could get it. The explanation on the part of the magazine publisher is that he is not advertising so much for the sake of getting subscribers as for the "moral effect" on advertisers. There are a number of big advertisers in Rochester—there are few in Syracuse. He is really bluffing the Rochester advertisers."

How many photographic manufacturers are doing more than this publisher? Look for their advertisements in the big publication that reach the people—and cost money. They cultivate you assiduously—do they cultivate the consumer? Do they bring people to your store?

What are they doing for the dealer anyway?

KODAK STOLEN.

From P. J. Garvin, Bethel, Conn., No. 1 Folding Pocket Kodak, old model, No. 102890.

Velvet Bromide

The New ENLARGING PAPER.

It's time for Indoor Photography

YOU CAN SELL

KODAK

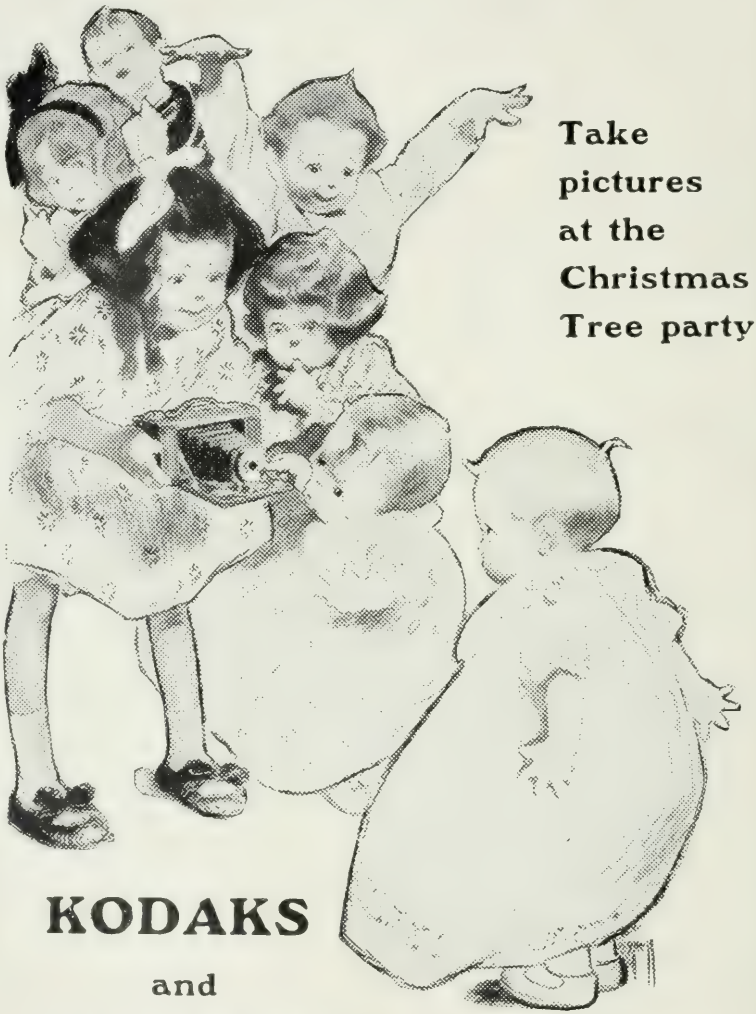
Portrait Attachments

AND

EASTMAN

Flash Sheets

Talk Tank Developer, too—The easiest and best daylight method of developing film.



Take pictures at the Christmas Tree party

KODAKS

and

BROWNIE CAMERAS

$1.00 to $100.00

Richard Roe & Co.

FOR TRADE CIRCULATION ONLY.

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN."

Vol. II, No. 8. TORONTO, CAN. DECEMBER, 1905

FOR FUTURE GOOD.

Now and then a complaint reaches us from a dealer who is displeased because the No. 3 Folding Brownie does not use No. 3 F. P. K. film, because the No. 4 Screen Focus does not use No. 4 Bulls-Eye film and because the Stereo Brownie does not use No. 3A F. P. K. film. For present convenience we admit without hesitation that it would have been desirable to have had these new cameras so built that they would take the old film spools. The change has been by far more costly to us than to dealer or to consumer, but we feel it is nevertheless worth while.

In these new cameras the spool is of sufficient length to carry black paper which is wider than the film. On the margin of this black paper appear the exposure numbers, so located that they are entirely at one side of the film *and cannot possibly therefore offset on the film.*

Every experienced dealer can appreciate the advantage of this feature and must realize that even though it means that a little larger variety is made necessary in his stock it will pay in the long run The offsetting of the numbers is fortunately not frequent (we have spent thousands of dollars in overcoming the trouble) but it still sometimes occurs when the figures lie against the film. In the new film this defect is absolutely done away with. In our opinion it is worth while.

PRESS COMMENTS.

ON "THE MODERN WAY IN PICTURE MAKING." THE MOST PRACTICAL AND COMMON SENSE BOOK EVER PUBLISHED FOR THE AMATEUR. SUPERB ILLUSTRATIONS.

CLEAR AND CONCISE.

Everything is explained in such a clear concise manner that even the young photographer will have no difficulty in understanding the directions.—*Photo American.*

COMPREHENSIVE.

It is arranged in a most comprehensive manner and the publication will find instant acceptance by those who desire a first class textbook. Among the noticeable contributions are those from the pens of Messrs. Alfred Stieglitz, Radclyffe Dugmore and Rudolf Eickemeyer, Jr.—*Wilson's Photographic Magazine.*

EVERY PHASE.

This book covers, very thoroughly every phase of photography that will interest the amateur. The space devoted to the theoretical part is brief, but sufficient; then possible subjects are dealt with at great length, including "Out-door work," "Street Scenes," "Landscape, "Pictorial "Photography," "Portraiture at Home by Daylight and Flashlight," also "Interiors." Then follow all the essential technical processes, and last of all, some interesting special articles.—*Photo Beacon.*

CAN BE UNDERSTOOD.

The average book is generally padded or so prosy that it is no wonder that the bulk of the authors are an impecunious set, but could they prepare such a book as "The Modern Way in Picture Making," then they would have something useful, right to the point and worthy of commendation. We unhesitatingly recommend it to our readers as being the best of its kind ever published. Everything is treated in a simple manner, thoroughly exploited by people who do know how and they tell it so they can be understood.—*The Camera.*

PRACTICAL.

All in all, the book is worth many times its modest price to anyone interested in photography, and the fact that it comes from the Kodak press is a guarantee of its thoroughly practical nature.—*Camera Craft.*

TO THE POINT.

Every phase of photography is handled by experts, and the matter is all clear cut and to the point. It is noticeable that practical, hard, solid facts have a prominent place in this book, while the theoretical side is merely touched upon to the extent of explaining why things are so and why not.—*Professional and Amateur Photographer.*

CLEVERLY WRITTEN.

A cleverly written book for the amateur photographer, and while specially written with reference to picture making by the Kodak system, it contains a vast fund of practical information for the photographer using any camera and working with or without a system. The chapters on Pictorial Photography, Portraiture at Home, Out-of-door Portraiture and Portraiture by Flashlight contain suggestions of great value to even the photographer classing himself as a "pictoralist."—*Photographic Times.*

USED OUR CAR SIGNS AND INCREASED THEIR BUSINESS.

A concern in a city of about 35,000 inhabitants that has been using the street car signs which we supply writes us as follows:

"We have been carrying fifty of the 'Hunt with a Kodak' signs during the season and have sold more Kodaks than ever before, having sold upwards of thirty-five of the 3A F. P. K.

These people simply clinched the nails that we drove home—added the blow that closed the business. They were awake to the fact that the Kodak publicity has interested the public and they took advantage of the situation.

There are possible Kodak customers waiting for you to clinch their interest in photography.

THE PRIZE CONTEST.

Owing to delay in transit of some of the European entries in the Kodak Contest the judging has not yet been undertaken. As the delayed pictures were received in due season by our branches, no fault can be attached to the competitors, and we therefore feel in duty bound to

await the arrival of these pictures before assembling the judges. The work will be taken in hand shortly, however, and we expect to make the first announcement of the results in the January Trade Circular. From present indication this contest will lead all our previous contests, both in point of number of entries and in the quality of work submitted.

MAKE PHOTO-HOBBYISTS.

There are two classes of amateur photographers — for convenience they might be termed Novices and Photo-hobbyists. Your average novice isn't interested in photography—it's a side show. By fits and starts he uses a world of film and plates but other hobbies attract him more. He cares only for the pictures, not the processes. At times he seems even more profitable as a customer than his friend the photo-hobbyist, but the photo-hobbyist works all the year round and sits up nights using paper and chemicals. By proper intensification a novice may be readily converted into a photo-hobbyist.

Education is the best intensifier. The more novices know of the present simple photographic methods, the more of them will become photo-hobbyists. The season for such work is at hand. If an interest in photographic processes, in portraiture, in flash-light work is stirred up now it will keep the cameras busy, working for you all winter. There is no good in letting them hibernate.

Sales of Steadman's "Home Portraiture," of Ritch's "Amateur Portraiture by Flash Light" and of "The Modern Way in Picture Making" will help sustain the interest in photography.

Another suggestion: Kodaks and Brownies galore will be sold for use as Christmas presents. When such a sale is made why not sell also a course in the Kodak Correspondence College? It means an immediate profit of 70 cents to you and is more than likely to make a Photo-hobbyist out of a Novice.

We have two business hobbies, one for the factory and one for the office Our factory hobby is "Simplify," our office hobby is "Educate." You, for the sake of your future business, should take stirrup and mount this Educational hobby too. When a knowledge of how to make pictures by photography becomes as common as the knowledge of "readin, ritin and rithmetic" there is going to be some business done in photographic goods. That day is coming too.

PERSONALLY.

Our magazine advertising invariably directs the reader to ask his dealer for a catalogue, nevertheless we receive many requests for catalogues direct from prospective retail customers. In such cases we mail the catalogue, sending at the same time a letter in which we advise that purchases be made of a dealer. Then to the nearest dealer we send a letter,

advising that so and so has asked for a catalogue and requesting that the inquiry be followed up.

After such an evidence that interest has been awakened it is certainly worth while for the dealer to make a strong effort to get the business. A western dealer writes us on this point:

I just now received a letter calling my attention to the fact that you had sent catalogue, etc., to—— I write this to let you know that I appreciate that you notify me in regard to who answers your ads., because I usually make a new customer by it. I always write them a personal letter which in almost every case either brings them to the store or gets a mail order.

Hoping you will continue as heretofore, I remain,

Yours truly,

The above letter is pretty good proof of the wisdom of making these requests a personal matter, proof of the wisdom of making the prospective customer feel that you are interested in him and that his trade is of value to you.

Follow them up.

A FABLE.

Once upon a time there lived a tiller of the soil, possessing certain acres of surpassing fertility, likewise, other acres of unfruitful soil, stony and withal hard to work upon. The spring came and the rains fell, and the sun shone on the fruitful and upon the unfruitful soil alike. And straightway this tiller of the soil planted with corn the acres of great fertility, and then he rested. And the damp warm mellow earth burst the germs, and with most surprising speed the corn grew until it reached to the knee of the farmer.

"Verily," said he, "I will plant more corn in this field."

And where there had been one hill of corn he planted two, and the corn in the field became of too great thickness, and yielded but poorly of ripe ears. And upon the stony fields weeds grew. And in due season the tax gatherer came and the tiller of the soil had not the measures of corn wherewith to pay his tax. And the tax gatherer, who was a wise man, said unto him: "When again the spring is here, crowd not the corn in the fertile fields, but when those fields have had sufficient planting, labor with great diligence in the stony fields and bring to them greater fertility." And the farmer being sore beset for grain wherewith his cattle might be fed, and moreover being without shekels, did as the tax gatherer had said, and behold, his granaries were filled, for the fertile acres brought forth fruit, and likewise the stony acres, though ill to look upon, and moreover trying to the laborer, nevertheless gave many ears of surpassing size, and the tiller of the soil waxed rich.

MORAL.— What is the use in sending camera booklets over and over to your list of camera customers? Why not send them to new lists? The field may not be so fertile, but it has not been over-worked, overcrowded. Your list of camera customers is an ideal one to reach with circulars about *new*

papers, and all sorts of new photographic wrinkles, but your camera advertising should go to people who have thus far failed to show an interest in photography. There is too much going over the same old ground--fertile though it be—in the camera advertising done by most dealers. Keep the fertile field fully tilled but not overtilled at the expense of the field that looks less attractive.

EDUCATIONAL POWER OF ADVERTISING.

One summer afternoon I sat in a little square facing the University at Heidelberg. Turning about, I saw in the window of a shop opposite a strangely familiar word that was preserving its identity in Germany with the constancy of a fixed star it was *Kodak*. The sight brought clearly before my mind's eye how George Eastman had taken the work of Daguerre and other pioneers and given it to the world, not only through inventive skill, but by telling people everywhere how the Kodak could quicken the joy of living. Surely, the camera could never have been taken from the sky parlor of the professional into the woods and fields save by the educational power of advertising. The man who made the Kodak believed in it, and he told the world why he did. The world heard the story because it was told persuasively, and it heeded because it was told convincingly, and the result has been one of the great business successes of modern times. It is interesting to consider how fully the Kodak advertising has demonstrated the creative power of publicity in all countries. The world had swung along in its orbit for a good many centuries without realizing that it had need of cameras But one day the sun lighted up a page that told about the Kodak which did the rest when you pressed the button. Gradually the world read these pages in nearly all languages and was convinced that it had been missing something, and behold, as if by Aladdin's lamp, a whole new field of enjoyment was added to life.—Herbert S. Houston in *Profitable Advertising*.

A NEW DEVELOPING FORMULA FOR VELOX.

Many dealers and large consumers of our developing paper have expressed their desire to make up a developer which will insure freedom from abrasion marks. Although we do not intend to publish the formula for Velox Liquid Developer, we have revised Velox Formulæ and copy same herewith, believing that Iodide of Potassium, used according to our directions, will be very effective with Glossy Velox.

VELOX FORMULAE.

Revised December 1, 1905.

Dissolve chemicals, one at a time, in the order named, in amount of water, stirring constantly.

200 ozs hot water (temperature not higher than 150° Fahr.)

1 oz. Metol.

4 ozs. Hydroquinone.

15 ozs. Sulphite Soda desiccated or 30 ozs. crystals.

25 ozs. Carbonate Soda desiccated or 50 ozs. crystals.

½ oz. Bromide Potassium crystals.

This concentrated developer will keep for several weeks in a demijohn and indefinitely in full bottles well stoppered. This formula, as will be seen, will make 600 ozs. of developer for Regular papers and 1,000 ozs. for Special papers. A bath made one part stock solution to two parts water *can* be used to develop both Regular and Special Velox. Substitution of Ortol, quantity for quantity for Metol in the above formula, will be desirable if there is any objection to the latter developing agent.

For Regular Velox papers, use one part stock solution to two parts water.

For Special Velox papers, use one part stock solution to four parts water.

Keep the temperature of solution about 70° Fahr.

After the stock solution has been standing several days a slight precipitation may be noticed; this, however, will do no harm and perfect prints can be obtained from the bath as it is. When the dilution of the stock solution is made as directed above, the precipitated chemicals will be redissolved.

The time of development of Regular papers should not exceed fifteen seconds, while that of the Special should be about twenty seconds if developed in the same bath as for Regular, or not to exceed thirty seconds if in a bath of half strength.

Full control of contrast is secured by varying the dilution of developer, remembering that when using *any* Velox paper, "*the stronger the developer the softer the print will be.*" The softest possible print will be produced by developing with undiluted stock solution. Place prints directly in developer, never immersing in water previously. We advise that immediately after removing prints from the developer they be dipped in water for a second before placing in an acid fixing bath made as follows:

Prepare as many ounces of Hyposulphite Soda solution (made up one part Hypo to four of water or 70° Hydrometer test) as are needed for the size of tray or number of prints to be fixed. (The more solution the better for obtaining clean prints properly fixed.)

To ten parts of this Hypo solution add one part of the hardening solution given herewith:

20 ozs. water.

1 oz. Sulphite Soda desiccated or 2 ozs. crystals.

12 ozs. Acetic Acid No. 8 (containing 25% pure acid).

2 ozs. Powdered Alum.

Let prints be in the fixing bath about fifteen minutes.

Velox prints should be washed for an hour in running water or ten changes of water and afterward dried *face down* on cheesecloth stretchers. Prints will curl very slightly if treated in this manner. CANADIAN KODAK CO.,
Toronto, Can.

N.B.—Abrasion marks frequently appear on Regular and Special Glossy Velox but can be avoided by the use of Velox Liquid Developer *Non-Abrasion*. The Metol-Hydro Developer mentioned in this circular, can be rendered "Non-Abrasion" by the addition of Iodide of Potassium crystals in the proportion of 10 grains Iodide to each fluid ounce of stock solution.

EASTMAN Flash Sheets

Best for Home Portraiture.

KODAK

Portrait Attachments
and the
EASTMAN
Flash Sheets
help to make December as pleasant as May—from the standpoint of film sales.

BACK COVERS

WITH THE ADDED STRENGTH OF COLOR
WILL TELL THE CHRISTMAS

KODAK STORY

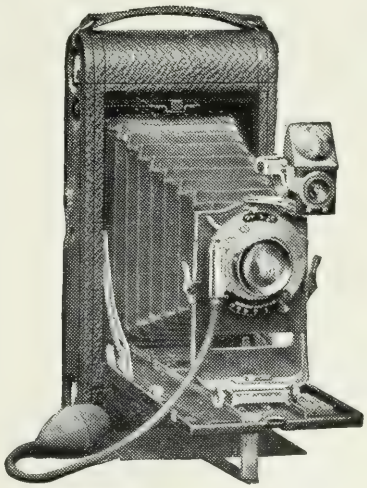
TO MILLIONS OF GOOD PEOPLE WHO
HAVE THE PRICE

Among the back covers used are:

Saturday Evening Post, Collier's, Youths' Companion, Everybodys', Ainslee's, Outlook, World's Work, Country Life in America, Life and American Boy.

IN ALL THE BIG MONTHLIES FULL PAGES
ARE USED.

You can make it a Kodak Christmas with a profit—followed by a film and Velox winter with more profit.



KODAKS

FOR CHRISTMAS GIFTS

KODAKS

FOR HOLIDAY PICTURES

Daylight Developing Outfits.
Up-to-date Photographic Materials of every sort from the Kodak City.

KODAKS, $5 to $100.
BROWNIE CAMERAS, (Built like Kodaks) $1 to $12.

RICHARD ROE & CO.

Above cut is for single column and No. 172.

FOR TRADE CIRCULATION ONLY.

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN."

Vol. II, No. 9. TORONTO, CAN. JANUARY, 1906

RETROSPECT AND PROSPECT.

It's a season for retrospect. The holidays are past, inventory is over, the longed for spring rush is not yet at hand.

What has the past year taught us? How can we apply the teachings to the future? As the snow scurries without, and the fire crackles within, 'tis well to dwell on these things: To calmly compare profits on different lines of goods and make up our minds what to push.

In the opening number of the Kodak Trade Circular we announced that we would "frankly discuss matters of mutual concern" This is one of them. We believe that the benefits of the protected price system were never so marked as in the year 1905. Never have the business wheels turned more smoothly; never have we succeeded in so strictly maintaining prices on our goods; never has the Kodak dealer had so little reason for complaining of unfair competition. The results have proven so satisfactory that the question of a continuance of our policy has not even come up. It is taken for granted. A retrospect must show to the dealer that his earnings lie in Kodaks and in films. To them he must look for his steady sales and steady profits. They are his money makers.

Then why not push them?

There is more money in Kodaks than in plate cameras; more money in films than in plates.

Then why not push them?

When a customer comes in who seems to be prejudiced in favor of plate cameras it is probably because he is not fully informed. Why not tell him of the advantages of the Cartridge system? Be sure and explain to him about the "Double-Two" and six exposure cartridges. More than likely he thinks Kodaks can only be used when it is desired to take twelve or more pictures. If he insists on using plates, show him the No. 3 and 3 A Folding and the Cartridge Kodaks with plate attachments. Make it easy for him to use films and he will practically abandon

plates. The film user makes a better customer for you than the plate camerist. He gives a better percentage of profit, *he consumes more supplies.* Take a retrospect: look back over your list of customers; look over their purchases, and you will instruct every clerk in your employ to push Kodaks in preference to any competing goods.

GOLD BRICKS IN CARTRIDGE FORM.

"For ways that are queer and tricks that are vain the heathen Chinee is peculiar."

But some of the heathen Chinee, have, nevertheless, been buying gold bricks from certain highly civilized Anglo-Saxon adopted citizens with the same simple faith exhibited by your Uncle Silas when he has dealings with his new found friend in Gotham.

The game is a simple one.

The Anglo-Saxon buys a supply of film cartridges, presumably at a good big discount. Then at small expense he prints some labels to paste around the cartridge in exact imitation of our label, name and all, except that he doesn't go to the trouble of putting on the emulsion number with a rubber stamp, but prints some number (any old number will do) along with the rest of it.

We do not know that the enterprising orientalized Anglo-Saxon always uses the same film. In the case that came to our attention, however, the film used under the Kodak label, and which was *not* Kodak film, was of American manufacture. Of course we do not know whether this orientalized Anglo-Saxon intended to work his little gold brick scheme when he bought the film, or whether it simply happened that he bought the film and found that he could not sell it, because it wasn't Eastman and then adopted this expedient to save himself from loss. At any rate we have a cartridge in our possession and have also a letter from a Chinese nobleman in which he complains that he was deceived, and vouches for the fact that he bought many rolls of the film, under our label, none of which was what it was represented to be.

All of which leads us to remark: If this film was really as good as Kodak film why was the false label necessary?

Inasmuch as certain unscrupulous dealers seem inclined to impose upon their customers, we feel that it would be well for every Kodok dealer to warn his amateur friends to take care in buying film when away from home—especially when they are in foreign countries. First they should not trust unknown dealers to load their Kodaks for them and second they should "look for Eastman on the label and look for Kodak on the spool end."

PUBLICATIONS

IT WILL PAY TO PUSH.

"HOME PORTRAITURE" by F. M. Steadman. Tells how to light, time and pose for successful portraits by the light of an ordinary window. Illustrated with half-tones and diagrams.

Price, cardboard cover, - - - $ .25
Do., genuine leather cover, - - .75

Discount to the trade, 40%.

"AMATEUR PORTRAITURE BY FLASH-LIGHT" by Wm. S. Ritch. Makes the way to successful flash portraiture easy for the beginner. Illustrated with half-tones and diagrams.

Price, paper cover, - - - - $ .10

Discount to the trade, 50%.

"THE MODERN WAY IN PICTURE MAKING." 200 pages. Superbly illustrated. The best guide for the amateur photographer."

"The average book is generally padded or so prosy that it is no wonder that the bulk of the authors are an impecunious set, but could they prepare such a book as "The Modern Way in Picture Making," then they would have something useful, right to the point and worthy of commendation. Personally we have enjoyed every page of the book so much, that we unhesitatingly recommend it to our readers as being the best of its kind ever published. The book was not gotten up with the idea of being a money maker for its publishers, but solely with the idea of helping the amateur photographer over his many pit-falls. Everything is treated in a simple manner, thoroughly exploited by people who do know how and they tell it so that they can be understood."—*The Camera.*

Price, cloth covers, gold title, - - $1.00

Discount to the trade, 35%.

THE RULING PASSION.

Indianapolis Sun.

The stage was rolling along the canyon trail when suddenly the horses reared back on their haunches as a lone highwayman with a Winchester appeared on the scene.

"Step out of the hearse, gentlemen, and hands up!" he ordered.

One by one they climbed out, with elevated hands. The highwayman relieved the party and several times was forced to remind one nervous little man to keep his hands from his pocket.

"What's the matter with you?" he finally roared. "You make another move like that and I'll pump the slugs in you!"

"Please let me," pleaded the little man, as his hand again slid towards his pocket.

"Please let you?" roared the desperado. "Please let you perforate me? You're imposing on my generosity, sonny. Look out! Look out! Keep your mit away from that pocket, or by the eternal!"——

"But it won't hurt you!" protested the little man, "It won't hurt you at all! Stand just as you are now and keep your rifle levelled. There! that's it!"

And while the highwayman was recovering from his astonishment the little man had flashed his Kodak and snapped the button.

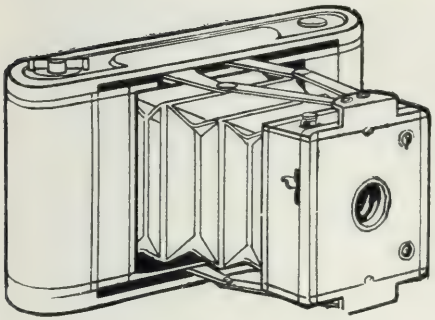
Do you File your Trade Circular?

Binder Free Upon Request.

A SUGGESTION.

A neat camera for winter photography is our No. 0 Folding Pocket Kodak. The size of the No. 0's and their pocket style make them just the thing for sleighing and skating parties (this will strike the young people) while the low price is suited to the "after-holiday" purse.

Advertisements of them in connection with Kodak Tank Developers can't help but be a suggestion for a winter diversion. An "ad" something like the following might be used.



$6

No. 0 Folding Pocket Kodak

A little Camera that
takes a great picture.

Kodaks are best for winter photography, out doors and in. No cold fingers in operating—you keep your gloves on. No halation with film.

No Dark-Room

if you develop film in the Kodak Tank Developer.

Folding Pocket Kodaks, $6 to $20.00
Kodak Tank Developers, $3, $5 and $6.00

JOHN SMITH CO.

Don't spoil your customers by selling them Developer Powders and Toning Solutions that are made of impure chemicals or are imperfectly compounded.

Beware of Toning Solutions that have not the full quota of gold. Such powders and solutions spoil customers for papers and films and plates.

The Eastman Powders are carefully compounded and are chemically pure. Solio Toning Solution has the full quota of gold.

AMERICAN PLATINUM PAPER, W. D. PLATINUM PAPER AND EXO CLOTH.

These papers and Exo Cloth we do not carry in stock, but order them from the Eastman Kodak Co., Rochester, N. Y. and the American Aristotype Co , Jamestown, N. Y. as the case may be, and they will render you memorandum bill at the regular United States Trade Discount and price list, simply to enable you to pass them through the Custom House on arrival, then we will bill them to you from here. On the W. D. Platinum and Exo Cloth we allow you the same discount that we do on Solio Paper, and on American Platinum Paper we allow you the same discount as your Custom House invoice shows. These articles are not covered by Conditional Memorandum.

After paying duty the W. D. Platinum Paper and Exo Cloth will cost you 97½% of the American List and on the American Platinum Heavy Rough, Heavy Smooth, and Extra Heavy Rough and Extra Heavy Smooth 78% of the American List and on the Medium Rough 87¾%, with transportation charges added to all, but if you will refer to the Canadian Price List as shown in our 1905 catalogue you will notice it is an advance over the American list and enables you to sell these papers so as to give you a profit. We give you on the next page the United States

list price on these articles. Orders should all come direct to us, and when ordering kindly be particular to state the surface and weight of paper desired.

AMERICAN PLATINUM PAPER
(U. S. Price List)
Five Grades:
Medium Rough,
Heavy Smooth,
Heavy Rough,
Extra Heavy Smooth,
Extra Heavy Rough

	Medium Rough (Ivory Tint)	"H. S." Heavy Smooth "H. R." Heavy Rough	"E.H.S." Extra Heavy Smooth "E.H.R." Extra Heavy Rough
	(Special White Stock)		
	Per Doz	Per Doz.	Per Doz.
3½ x 3½	$ .20	$ .20	$ .30
3¼ x 4¼	.25	.30	.30
4 x 5	.35	.40	.50
3⅝ x 5½ (cab.)	.40	.45	.55
4¼ x 5½	.40	.45	.55
4¼ x 6½	.45	.55	.60
5 x 7	.60	.70	.80
5 x 8	.65	.75	.85
5½ x 7¾	.70	.85	1.00
6½ x 8½	.90	1.05	1.25
8 x 10	1.30	1.50	1.75
10 x 12	2.00	2.25	2.65
11 x 14	2.50	2.85	3.45
14 x 17	3.90	4.50	5.00
16 x 20	5.20	6.00	7.00
20 x 26	8.40	9.00	10.50
20 x 26 p. sheet	.70	.75	.90
Roll, 20 in. wide 26 ft. long	8.00	9.00	10.50
½ Roll (13 ft.)		4.50	5.25
¼ Roll (6½ ft.)		2.25	2.65

W. D. PLATINUM PAPER
(U. S. Price List)
Packed in Air-tight, Sealed Tubes

	Per Doz.
2¼ x 2¼	$ .15
2¼ x 3¼	.15
2½ x 4¼	.20
3½ x 3½	.20
3¼ x 4¼	.25
3¼ x 6	.35
2¼ x 7	.30
3¼ x 5½	.30
4 x 5	.35
3⅞ x 5½ Cabinet	.40
4¼ x 5½	.40
4¼ x 6½	.45
5 x 7	.60
5 x 8	.65
5½ x 7¾	.70
3½ x 12	.70
6½ x 8½	.90
8 x 10	1.30
10 x 12	2.00
11 x 14	2.50
14 x 17	3.90
16 x 20	5.20
20 x 26	8.40
20 x 26 per sheet	.70
Roll, 20 in. x 26 ft.	8.00

Furnished in two grades "Smooth" and "Rough"

EASTMAN'S EXO CLOTH
(U. S. Price List)
Packed in Hermetically Sealed Tubes

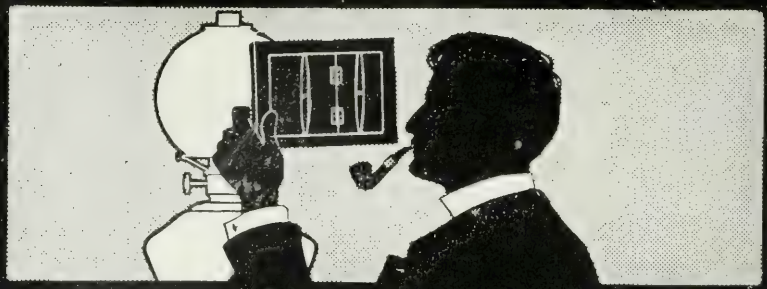
4 x 5 per dozen	.35
5 x 7 " "	.60
8 x 10 " "	1.40
24 x 36 " sheet	1.25

Other sizes smaller than 8 x 10 will be cut to order in dozen packages and in sizes larger than 8 x 10 in half-dozen packages at proportionate prices.

EASTMAN
Flash
Sheets

Safest

Surest



VELOX
Advertisements

For dealers who wish to advertise Velox demonstrations or Velox paper in the newspapers we have Velox borders like this in different sizes, mortised for type matter.

This Velox design is so well known through our magazine advertising that its use will make your copy doubly effective.

In double column we can furnish the borders 5 inches deep (No. 191) and 7 inches deep (No. 192); in single column 3 inches deep (No. 193), 4 inches (No. 194), 6 inches (No. 195). Please order by number.

FOR TRADE CIRCULATION ONLY.

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OURS."

Vol. II, No. 10. TORONTO, CAN. FEBRUARY, 1900

The No. 3B Quick-Focus.

A NEW KODAK WITH NEW FEATURES.

Our first camera announcement for 1900 is the 3B Quick Focus Kodak. This new box takes the place of the No. 4 Bulls-Eye, discontinued last year, and it is full of good features. The size of picture, $3\frac{1}{4} \times 5\frac{1}{2}$, is immensely popular as proven by the sale of the 3A Folding Pocket Kodak. The price, $12.00, is low considering the size of picture and the good features to be found in the camera. The Quick Focus features enable us to make a marvelously compact camera. In the ordinary "box" camera the size of the box provides for enclosing everything from lens to film when the lens is brought as far forward as possible for close work. With the Quick-Focus Kodak the camera closes to its shortest focus (in fact a little less) when not in use. The size of the box is therefore only $4\frac{3}{8} \times 6\frac{7}{8} \times 8\frac{1}{8}$, which is 13 cubic inches less than the bulk of the old No. 4 Bulls-Eye though the length of focus of the lens is the same.

The method of focusing, though novel, is simple, quick and certain.

To focus: Set the catch at the proper notch in scale; then push concealed spring. The front of the camera with the lens snaps out to position and the instrument is in perfect focus for the distance desired. Furthermore it is locked there and so in doing street work, for instance, *the focus need not be looked after except when it is desired to change it.* The scale provides for focusing from 6 to 100 feet.

The shutter is the good old reliable, always in order, Eastman Rotary, such as has made tens of millions of good pictures on the Bulls-Eye and Flexo and Brownie.

Films. The 3B Quick Focus uses the same film as the Stereo Brownie It thus employs the wide black paper for carrying the numbers on the edge, doine away with all possibility of the numbers offsetting on the film.

PRICES.

No. 3B Quick-Focus Kodak, meniscus achromatic lens, 6½ inch focus for pictures 3¼ x 5½ inches, -	$12.00
Black Sole Leather Carrying Case, - - - - -	2.50
N. C. Film Cartridge for above, 10 exposures, 3¼ x 5½ inches, - - -	.70
Do., 6 exposures, - -	.40
Do., "Double-Two" (4 exposures), - - - -	.30

Discount on camera 20% subject to Conditional Memorandum.

Discount on carry case 30%

GOOD CATCH LINES.

Choose a camera as you would a watch, not for the outside appearance only, but for the good it contains.

As you see, the Kodak sees.

Pocket Kodaks — they pocket everything in sight.

There is a never ending procession of opportunities for the Kodaker.

Come to my store and say "Kodak." I will do the rest.

A vacation without a Kodak is like Hamlet with Hamlet left out.

THE BOY AND THE POTATOES.

A FABLE WITH A BROWNIE MORAL.

It's an old story, but we have been forcibly reminded of it several times lately—and it's worth repeating anyway. This is how it goes :

Once upon a time a farmer sent each of his two sons to the city with a wagon load of potatoes to sell.

John, the older of the two, drove in silence for many hours through the streets of the great city without so much as attracting the attention of a single purchaser, until, toward evening, he was accosted by a stranger who asked, "What have you in those bags, young man?"

To which query John retorted in surly voice, "None of your blamed business," and drove on with his potatoes. Night came and John, tired and hungry, turned his horse's head homeward and at a late hour reached the parental roof without having lost a single potato.

Jim, the younger, started for the city at the same hour as John and driving through the streets that were thickly peopled, cried cheerily : "Po-tay-toes, Tay-toes. Nice clean-ripe-mealy tay-toes! Here's where-you-get-your-nice Tay-toes!!"

In an hour his load was sold.

Jim is a millionaire to-day. John? He runs the farm and occasionally borrows from Jim to pay the taxes.

MORAL : A few dealers have sold no Brownie Cameras because they "haven't had any call for them." Other dealers have sold hundreds because they have done a little shouting for them.

No. 3B
Quick-Focus
KODAK

Price, $12.00

Pictures, 3¼ x 5½ inches.

Automatic focus.

IMPORTANT NOTICE REGARDING EASTMAN BROMIDE.

Eastman's Permanent Bromide papers since their introduction twenty years ago, have been considered standard by the photographic public, and testimony as to their superiority is constantly being received.

New grades of our product, from time to time, have been placed on the market until it now seems necessary to revise our list so that it will distinctly show the dealers and consumers to what uses the different papers are best adapted.

Some years ago we had the impression that two varieties of Bromide paper (Hard and Soft) were needed by the trade, but our experience since furnishing the two kinds of paper (in all grades with the exception of Royal Bromide) shows that the conditions are now changed and that the result desired by the large majority of Bromide users can be obtained only on Soft paper.

Velvet Bromide, which is advertised as being adapted to average negatives, was recently put out with the idea that its sales would show whether we should eliminate "Hard" Bromide, and our output of this new product has been greater than anticipated, without our receiving word from any customer that the prints secured on it were unsatisfactory or did not have sufficient contrast.

We have therefore decided to no longer list any grade of Bromide in "Hard" and all packages will contain what heretofore has been labeled "soft."

The list and description of the various kinds of Eastman Bromide paper, and statement of use to which each is best adapted, is as follows:

Velvet Bromide: This product is suited to negatives having broad shadows, the slight sheen of the semi-gloss surface giving to enlargements from such negatives a life and brilliancy which is highly pleasing. Velvet Bromide is especially appreciated by those who enlarge from amateur or landscape negatives.

Standard Bromide Paper is a natural surface Bromide paper which is especially adapted to all kinds of enlargements, particularly copies on which crayon or pastel work is to be done.

The emulsion is coated on three different weights of paper —A, thin, smooth—B, heavy smooth—C, heavy rough.

The A, thin smooth, should be used for contact prints or small enlargements which are to be spotted or finished in India ink or water colors.

The B, heavy smooth, should be used for large enlargements which are to be spotted or finished in water colors, India ink or oil.

The C, heavy rough, is best adapted to large work which is to be finished in crayon or pastel; it can also be finished in India ink, water colors or oil.

Platino Bromide Paper gives results so nearly like

platinum that the difference, if any, is difficult to detect. It has a fine surface and is best adapted to contact prints and enlargements from life negatives.

This paper is made in two weights A, thin smooth C, heavy rough.

The A, thin smooth, should be used for contact prints or small enlargements which are to be spotted or finished in India ink or water colors.

The C, heavy rough, is intended for large enlargements which are to be spotted, or finished in crayon or pastel, India ink, water colors or oil.

Matte-Enamel Bromide Paper. Rich carbon blacks and a smooth, velvety Matt surface tinted just enough to lend warmth to the high lights and half tones. When used with life negatives enlargements can be made that closely resemble Matt contact prints.

This paper gives excellent sepia tones, and is especially recommended for enlargements 16 x 20 and under, when it is desired to make prints ready for delivery by simply spotting. It is furnished on medium weight paper only. Its fine grain gives an excellent tooth on which to work crayon and pastel; it can also be finished in India ink, water colors or oil. Try this paper on solid prints from life negatives made for Matt Surface work.

Enameled Bromide Paper. —A glossy Bromide paper, which when used with life negatives gives enlargements which closely resemble glossy contact prints. It gives excellent sepia tones that can be finished in water colors, washed in or applied with the air brush. When squeegeed to ferrotype plate it gives a gloss which is fully equal to that produced by the glacé process. It is furnished on medium weight paper only.

Royal Bromide Paper — Sepia toned enlargements made through bolting cloth on Royal Bromide paper have the softness and beauty of rare old etchings. Owing to the broad effects we do not recommend this paper for pictures smaller than 8 x 10 inches.

Negatives having dark, sketchy backgrounds, deep shadows and snappy high lights will combine to produce an effect with Royal Bromide not obtained with any other Bromide paper.

Royal Bromide is not intended for use when vignetted prints with white backgrounds are wanted, as it is coated on paper having a delicate cream tint, the yellowish cast in high lights harmonizing beautifully with dark backgrounds, but is not adapted to vignettes.

The tone best adapted to Royal Bromide is one which is carried only sufficiently far to lend warmth to the shadows, such tone being preferable to either a full sepia, or to the cold black of an untoned print. Silk bolting cloth helps to produce the general artistic effect by increasing the softness and breadth.

Made in two varieties, rough and smooth.

A NEW CIRCULAR.

On page 7 we give a reproduction of an advertisement that is being run in large spaces in the leading publications, an advertisement that is intended to increase the interest in Home Portraiture and incidentally to sell some of our publications. We like to sell these books because they help people make better pictures, and consequently make more business. For further publicity along this line we have prepared a neat little circular, for enclosure with your statement, that has in it the same idea contained in the magazine advertisement referred to. We shall be glad to send you as many, with your imprint, as you care to mail. It will cost you nothing but the trouble of putting them in the envelopes. They are suitable for all classes of your customers except professional photographers, who would not, of course, be interested.

These circulars are especially appropriate at this season. Orders will be filled promptly if addressed to our advertising department.

WHAT IS THE PROFIT?

You are about making up your orders for spring. What will the demand be? On what goods do I make a steady and certain profit? These are the questions you should ask yourself. Not "How great a discount," but "How great a percentage of profit?" If you carefully look over your business for 1905 we do not fear the result. Kodak prices were steadily maintained. Kodak films paid a much better average profit than glass plates. There was a decided increase in the demand for them. There will be a still further increase this year. You will feel the cumulative effect of the heavy advertising that we did last year and of the still heavier advertising that we shall do this year. Your film customers are your best customers. Increase their numbers by pushing Kodaks and you increase certain profits. You stand in no danger of meeting ruinous cut rate competition on these goods.

Push the goods that pay the certain profit—Kodaks.

PICTURE TAKING & PICTURE MAKING.

We are still having calls for "Picture Taking and Picture Making," paper covers, 50c., but our stock is now exhausted so that hereafter we can only furnish the "Modern Way of Picture Making," in cloth cover, at $1.00, as described in September Trade Circular.

There's a Big Field

For that

New Quick - Focus.

Kodak Portrait made by light of ordinary window

There's a world of delight in

KODAK

Home Portraiture

It is simpler than most people think. Beautiful results are obtained by the light of an ordinary window, or by flashlight. A portrait attachment, at fifty cents, adapts the small Kokak to the making of good-sized bust photographs. The simple methods are made clear in :

"Amateur Portraiture by Flashlight," by Wm. S. Ritch. - - - - - - $ .10
"Home Portraiture," by F. M. Steadman, - - - - - - - - - - .25
"Modern Way in Picture Making," contains full text of both of above, and special articles by the leading authorities, including Stieglitz, Eickemeyer, Dugmore, Demachy, etc. 200 pages, beautifully illustrated. Bound in cloth. The most clear, concise and comprehensive book ever published for the amateur, - - - - - - - - - - - - - - - 1.00

CANADIAN KODAK CO., LIMITED

All Kodak dealers or by mail. Toronto, Can.

An advertisement that is occupying large spaces in current publications.

NEW KODAK ALBUMS.

We are pleased to announce a new line of very attractive albums at an unusually low price. These are the "Artist's" album and the "Lakeside" album.

The Artist's Album is on the loose leaf system with covers of heavy embossed stock and tied with silk lacing. In the centre of the front cover is a smooth panel for lettering. The leaves are of heavy stock with a rough finish which makes a most artistic setting for any picture. Between each leaf is bound a piece of ribbed tissue paper which aids in giving the album a fine appearance.

The album is made in two different sizes and three different colors, sepia, white and black for each size. The cover of the white leaved album however is gray. Each album has 10 leaves while extra leaves in any number may be purchased together with the tissue paper, and are readily inserted.

Discount to the trade 33 1/3.

The Lakeside Album is covered with finely finished imitation leather heavily backed, with an artistically designed panel for lettering. The leaves of this album (20) are black of superior stock with no printing. This album is made in four sizes.

There is a constantly growing demand among amateurs for attractive albums in which to mount their pictures. The introduction of Kodak Dry Mounting Tissue with which prints can be mounted easily in albums and give absolutely no curl to the leaf, will stimulate interest in this way of preserving pictures. The attractiveness of these new albums together with their price, which is much lower than any albums of their quality have ever been sold at before, will make them tremendous sellers in any Kodak dealer's store.

The list below shows the different sizes of these albums, their capacity, and price of each.

The discount to the trade is 25%.

THE ARTIST'S ALBUM.

No.	Color Leaf	Size of Leaf		
1	Black	5 1/2 x 7 1/2	Capacity,	20, 4 x 5, 3 1/2 x 3 1/2, or 3 1/4 x 4 1/4, or 40, 2 1/4 x 3 1/4
2	White	5 1/2 x 7 1/2	"	20, 4 x 5, 3 1/2 x 3 1/2, or 3 1/4 x 4 1/4, or 40, 2 1/4 x 3 1/4
3	Sepia	5 1/2 x 7 1/2	"	20, 4 x 5, 3 1/2 x 3 1/2, or 3 1/4 x 4 1/4, or 40, 2 1/4 x 3 1/4

Price 25 cents each, either color

Extra Leaves, any color, complete with tissues, pkg. of 5, 9 cents.

No.	Color Leaf	Size of Leaf		
4	Black	7x10	Capacity,	20, 5x7, 3 1/4 x5 1/2, or 40, 4x5, 3 1/4 x4 1/4, or 3 1/2 x3 1/2, or 80, 2 1/4 x3 1/4
5	White	7x10	"	20, 5x7, 3 1/4 x5 1/2, or 40, 4x5, 3 1/4 x4 1/4, or 3 1/2 x3 1/2, or 80, 2 1/4 x3 1/4
6	Sepia	7x10	"	20, 5x7, 3 1/4 x5 1/2, or 40, 4x5, 3 1/4 x4 1/4, or 3 1/2 x3 1/2, or 80, 2 1/4 x3 1/4

Price 35 cents each, either color,

Extra Leaves, any color, complete with tissues, pkg. of 5, 12 cents.

THE LAKESIDE ALBUM.

No.	Size of Leaf			
8	5 x 7 1/2	Capacity,	40, 3 1/4 x 5 1/2, or 80, 2 1/4 x 3 1/4,	$ .50
9	5 1/2 x 7	"	40, 4 x 5, 3 1/4 x 3 1/4, 3 1/2 x 3 1/2	.50
10	7 x 10	"	40, 5 x 7, or 80, 4 x 5, or 3 1/4 x 4 1/4, or 160, 2 1/4 x 3 1/4,	.65
11	10 x 12	"	40, 8 x 10, or 80, 5 x 7, or 160, 3 1/4 x 4 1/4, or 160, 4 x 5,	1.25

Order by number.

MOUNTING WITHOUT CURL.

IT CAN BE EASILY AND QUICKLY ACCOMPLISHED WITH THE NEW PRODUCT — KODAK DRY MOUNTING TISSUE.

We have solved the mounting problem. Prints mounted with Kodak Dry Mounting Tissue do not curl even on the thinnest mounts

By this new process mounting is so satisfactory as to results, and so simple in operation, that it fairly merits a place in the Kodak system of photography—the way of Daylight Loading film; of Daylight Development; of Gaslight Papers that print in a few seconds; of chemicals ready prepared.

Kodak Dry Mounting Tissue will be welcomed by every photographer. The objectionable curling of paste-mounted prints on thin mounts heretofore has been impossible to overcome; and even on heavy stock there is the tendency to curl, invariably. To obviate this many attach print to mount by the corners only or across one end, a plan not thoroughly satisfactory as the print easily tears away and is liable to bend and break, while some have preferred not mounting their prints at all.

With Kodak Dry Mounting Tissue all this curling trouble is ended. The thinnest mount lies flat with the print entirely in contact. Thus double and triple mounting becomes feasible; different tints of light stock may be used as inserts one above the other and all will lie flat. This gives the amateur opportunity for many charming effects.

Kodak Dry Mounting Tissue is especially desirable for mounting prints in albums, as there is no crinkling of the album leaves after the print is attached.

Prints may also be mounted back to back, and being free from curl, can be used then as an album leaf. Indeed, amateurs will find this a very good way to preserve their pictures. Albums of this sort made up with pictures of a certain trip will make most acceptable gifts to members of the party; or with pictures of the baby, for somebody's birthday.

But besides the non-curling feature, Kodak Dry Mounting Tissue has other decided advantages. The Tissue is dry; not sticky to handle; mounting is done more quickly; no time is lost in drying as is the case with paste mounting; there is no apparatus required —just the Tissue and a flatiron.

The professional photographer will find Kodak Dry Mounting Tissue of great advantage. He can use as thin mount stock as he likes, mount the print entirely in contact and it will be flat. He will

not be compelled to run his heavy mounts through rollers to straighten them after the print is on. His prints are bone dry as soon as mounted (of importance in a busy studio). Any sized print may be mounted with the Tissue, while the Tissue being waterproof there is no possibility of the print becoming stained from any chemical in the mount stock.

The process of mounting is this: Lay a print on its face and tack to its back a piece of the Tissue of the same size, or a little larger than the print, by applying the point of a hot flatiron to small spots at opposite ends.

Turn the print face down and trim print and Tissue to the same size.

Cover print with a piece of smooth paper and press the whole surface with the hot flatiron; press, don't rub. The iron should be just hot enough to siss when touched with a wet finger. If the iron is too hot the tissue will stick to the mount and not to the print; if too cold, the tissue will stick to the print and not to the mount. Remedy — lower or raise the temperature of the iron and apply it again.

ITS LOW PRICE INSURES LARGE SALES.

PRICE LIST.

SIZES.		
3½ x 3½ - - -	3 dozen	10c.
3¼ x 4¼ - - -	3 "	10c.
3¼ x 5½ - - -	2 "	10c.
4 x 5 - - -	2 "	10c.
5 x 7 - - -	1 "	10c.
6½ x 8½ - - -	1 "	15c.
8 x 10 - - -	1 "	20c.
5 yards, 20 inches wide		75c.

Discount to the trade 25%.

Are You Pushing

Portrait

Attachments?

It's the Season

You can double your amateur winter trade by exploiting the use of Flash Sheets in combination with Kodak Portrait Attachments.

NEW ADVERTISING CUTS.

We shall have for Kodak dealers this Spring a line of attractive advertising cuts for newspaper work similar to those we furnished last year. These we will furnish free of charge upon request.

The first of these is now ready and is so seasonable that many dealers will probably wish to order at once. The double column size of this new cut No. 180 is shown on page 12 of the Trade Circular. The single column size is No. 181. Please order by number.

SOFTENING PORTRAIT ENLARGEMENTS

In our experimenting we have found a way of softening portrait enlargements where the negative is inclined to give a wiry effect caused by coarse retouching.

Place against the back of the negative a piece of ground glass, ground side out. The ground glass is to diffuse the light when the enlargement is made.

Ground glass untreated, however, will blur the image too much. We therefore rub it with tuft of cotton moistened in glycerine; then with a dry cloth rub it until nearly dry. Some glycerine will remain in the ground glass and the enlargement made through ground glass and negative, will then show just a pleasing softness

Certain parts of portrait negatives, however, such as eyes and mouth and possibly delicate draperies, one may wish as clear as possible. This is easily accomplished by brushing these parts over with a fine camel's hair brush dipped in glycerine which may be held on the thumb nail so that it will work freely. Allow this application of glycerine to remain, and the parts treated will be as sharp as in the negative alone.

The above may be of service to you, and you are welcome to explain it to any of your customers who are doing enlarging work.

When your customers are about to travel, *warn* them against the purchase of inferior imitations of Kodak Film. Tell them to look for "Kodak" on the spool end. Better still, get them to buy plenty of film before they start, unless the trip is to be so long that the film will get out of date.

KODAK

Home Portraiture

It is simpler than most people think. Beautiful results are obtained by the light of an ordinary window or by flashlight.

Kodaks $5 to $100

Brownie Cameras $1 to $9

Let us show you all the Kodak City Things

Richard Roe & Co.

FOR TRADE CIRCULATION ONLY.

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN."

Vol. II, No. 11. TORONTO, CAN. MARCH, 1906.

LIST OF AWARDS 1905 KODAK COMPETITION.

Over twenty-eight thousand prints were received in the 1905 Kodak competition, and we are gratified at being able to state that the average quality of the work was much higher than in any similar lot of pictures which we have seen.

The task which devolved upon the judges, Messrs. Chas. I. Berg, Henry Troth, and A. Radclyffe Dugmore, was by no means a light one, but they nevertheless carried it through with conscientious thoroughness.

As usual, many of the winning names in the open classes are familiar ones to all photographers, which fact makes us the better pleased with our idea of having novice classes from which the old prize winners were excluded. Such a division into "open" classes, in which the experienced and successful workers compete with each other, and novice classes, in which the less experienced vie with each other for prizes and honors, is, to our mind, manifestly equitable.

The list of prize winners follows. At a later date we shall undertake the publication of a portfolio, in which a number of the best pictures will be reproduced. When ready, a copy will be sent to each of those persons who took part in the competition.

LIST OF AWARDS.

CLASS A.—OPEN.

3¼ x 4¼ or larger.

1st Prize, $150.

E. Steichen, New York City, ...

2nd Prize, $100.

Mrs. Nancy Ford Cones, Covington, Ky., . "Threading the Needle."

3rd Prize, $50.

Alfred Stieglitz, New York City, . . . "Kodaking."

4th Prize, $25.

John Dolman, Philadelphia, Pa., . . . "Pastoral."

$10 Each and Honorable Mention.

Mrs. Myra A. Wiggins, Salem, Oregon, . . "Shadows."
Miss Nellie Coutant, Crawfordsville, Ind., . .
. . . . . "Toward the Setting of the Sun."
Annie W. Brigman, Oakland, Calif., . . . "Dream,"
Miss E. A. Whieldon, Eccleshall, Leamington, England,
. . . . . "In the Highlands."
Helen P. Gatch, Salem, Oregon, . . . "Coming Storm."
F. H. Kelly, Haverstock Hill, London, N. W., England,
. . . . . "In the North Aisle."
G. A. Lee, Baltimore, Md., . "A Foggy Morning—New York Harbor."
Sidney C. Durst, Cincinnati, O., . . "An Autumn Morning."
William S. Rice, Stockton, Cal., . "Watching the Boats Go By."
Daniel Dunlop, Motherwell, Scotland, . . "A Bye Lane."

CLASS B.—OPEN.

3½ x 3½ or smaller

1st Prize, $100.

M. E. Brockbank, Southport, England, . "Study in Sunlight."

2nd Prize, $50.

James M. Browning, Dunardrie, Bridge of Weir, Scotland, "Evening."

3rd Prize, $25.

Mrs. G. A. Barton, Hartoop Rd., Birmingham, England,
. . . . . "Isevet of Brittany."

$10 Each and Honorable Mention.

H. H. Burns, 33 Claremont Terrace, Edinburgh, Scotland,
. . . . . "Interior of Smithy."
E. B. Vignoles, London, W.C., England, . "Decorative Study."
Jenet Hamilton, London, W., England, . "Waiting for the Ball."
John S. Neary, Trenton, N. J., . . "Go Get It, Fido."
Myra A Wiggins, Salem, Oregon, . . . "Hallowe'en."

$5 Each and Honorable Mention.

Clarance Ponting, Scarborough, England, . . "The Novel."
Rev. R. E. Vernon Hanson, Leicester Sq., Dublin, Ireland,
. . . . . "By the Water's Edge."
H. B. Conyers, Urbana, Ohio, . . "A Day in June."
E. Hornor, Media, Pa., ... "Daisies."
Mrs. Nancy Ford Cones, Covington, Ky., . "Caught Napping."

CLASS C.—OPEN.

Enlargments.

1st Prize, $150.

Dr. Alfred Miller, Hatton Asylum, Warwick, Eng.,
. . . . . "The Parting of the Ways."

2nd Prize, $100.

E. Steichen, New York City, ...

3rd Prize, $50.

Laura Adams Armer, Berkeley, Calif., "Mother May I Go out to Swim."

$20 Each and Honorable Mention.

Alfred Stieglitz, New York City, . . "Soap Bubbles."
Annie W. Brigman, Oakland, Calif., . . . "Melody."
Harold Baker, Birmingham, England, . "The Fairy Tale."
Walden Shaw, Chicago, Ills., . "Old Bridge at Villeneuve."
H. B. Conyers, Urbana, Ohio, ... "Jason."

CLASS D.—NOVICE.

3¼ x 4¼ or larger

1st Prize, $100.

Harriet Lynam, Concord N. H., . "Early Morning in the Fog."

2nd Prize, $60.

W. A. Wilson, Idaho City, Idaho, . . "A Gray Day."

3rd Prize, $40.

Elizabeth M. Rice, Stockton, Cal., . . "Confidences."

$10 Each and Honorable Mention.

R. Mathee, A'Soindres, Paris, France, . "Plaisir des Vacances."
T. W. Allen, Paris, Ky., "Driveway at New Forest, Bourbon Co., Ky."
Dr. Albert R. Benedict, Montclair N.J. . . . "Golden Locks."
Benjy. W. Guppy, Woodfords, Me., . . "The Passing Show."
Francis A. Tinker, Sheffield, England. . . "By the Canal Lock."

$5 Each and Honorable Mention.

Miss Helen Campbell, "Oatlands," Abbey Lier, Ireland,
. . . . "Soft Gray Sky and Dreaming River."
Mrs. Henrietta Hasbouck, Davenport, Ia., "While the Cook's Away."
Miss Sheila Jamieson, Hewletts Rd., Cheltenham, England,
. . . . . "A Wet Day in Old Paris."
Jessie Murray, Wolverhampton, England, . "A Misty Morning."
J. W. Stanley Burmester, Fairhouse, Grange Rd., Sutton,
Surrey, England, . . . "Lambader, Brittany."

CLASS E—NOVICE.

3½ x 3½ or smaller.

1st Prize, $75.

S. Virginia Atwell, Worcester, Mass., . "Gateway of Old Oread."

2nd Prize, $40.

Johannes Noack, Friedeman, Berlin, Germany, "Heimkehr von Felde."

3rd Prize, $25.

Arch. McVicar, Greenock, Scotland, "The Nave—Glasgow Cathedral."

4th Prize, No. 4 Cartridge Kodak.

Miss E. Barratt, The Poplars, Klevedon, Essex, England, "In the Breeze."

5th Prize, No. 3A F. P. Kodak

CLASS F—NOVICE.

Brownie Pictures.

1st Prize. No. 5 Cartridge Kodak.

Mrs. Ada C. Morgan, Denver, Colo., . . "A Dusty Highway."

2nd Prize. No. 4 Cartridge Kodak.

Miss G. M. Cooper, Preston, England, . "Woodland Sunshine."

3rd Prize. No. 3A F. P. Kodak.

M. J. Walker, Monroe City, Mo., . . . "Taking Comfort."

4th Prize. No. 3 F. P Kodak.

Jeanette Hedges Todd, Tarrytown, N.Y., . "Seaside Reveries."

5th Prize. No. 2 F. P. Kodak.

Miss Dorothea Seton, Edinburgh, Scotland, . . "Feeding Time."

No. 1 F. P. Kodak and Honorable Mention

Frank N. Henry, Philadelphia, Pa., . . "Through Ice and Mist."
Mrs. M. Bayuk, Philadelphia, Pa., . . . "A Shady Stream."
Miss Jessie Willard, Oakland, Cal., . . . "Mountain Nymph."
Miss S. Shipley, The Mount, Lincoln, England, "A Modern Juliet."

No. 0 F. P. Kodak and Honorable Mention.

Oliver Goldsmith, Great Bookham, Surrey, England,
. . . . . "On Bookham Common."
Alfred W. May, Doyle Rd., Upper London, S.W., England,
. . . . . "Poor Polly."
Mrs. W. H. Gardner, Buckport, Me., . "A Maine Woods Road."
Herman G. Couthbert, Philadelphia, Pa.,
. . . "Much Study is a Weariness of the Flesh."
Pierre Lejards, Maintenon, Paris, France, "Le Moulin de Valcanville."

No. 2 Flexo Kodak and Honorable Mention.

Edward Teas, Deal Island, Md., ... "Grazing."
Mrs. Kathleen Appleyard, Kensington, England,
. . . . . "Les Blanchisseuses des Ardennes."
Constance Parsons, Harlesden, London, England, "The Little Model."
W. C. Huff, Belleville, Ont., ... "Swans."
A. B. Pascoe, Surrey, England, . . . "Waiting for Daddy."

SPECIAL VELOX CLASS.

Best Prints on Velox Paper.

1st Prize. $100.

E. Steichen, New York City, ...

2nd Prize. $60.

John Dolman, No. 1328 Chestnut St., Philadelphia, Pa., "Pastoral."

3rd Prize. $40.

Nellie Coutant, Crawfordsville, Ind., "Toward the Setting of the Sun."

BETTER PRINTS, BETTER PROFITS.

From an observation that has extended pretty well into every nook and corner of the United States—and into foreign countries for that matter—we have become impressed with the fact that there is nothing which can help a dealer build up his business like the turning out of first class developing and printing. It is good advertising; it beats price cutting. When the amateur has prints that he is proud of he will show them to his friends, and when in turn his friends express their admiration he is pretty likely to tell where the work was done. If they are poor, he is likely not only to keep them out of sight but abandon photography to boot. A price for developing that will enable the dealer to insist on his people getting the best possible results, and a price for printing that will enable him to use the best paper and the utmost care in print making is the policy that will pay in the long run.

The Kodaker who has received a technically perfect set of prints from his dealer will soon be back for more film. If every dealer and every photographer that does developing and printing for the amateur would turn out work just as good as it can be turned out, the photographic business of this country would grow at a rate that it has never grown at before. Rapid as the increase has been it would be as a snail's pace compared to the growth that would come.

Don't go on the idea that the work you are doing is "good enough" for the amateur. He very likely knows more about picture quality than you think he does. If he does not you can increase his enthusiasm for photography and his loyalty to you by educating his taste to a higher standard.

Better prints mean better profits.

KODAK ADHESIVE TO BE DISCONTINUED

From our own experience with the Kodak Dry Mounting Tissue and from the manner in which it is being received we are strongly of the opinion that it is soon to take the place of all other mediums for mounting prints. We have decided therefore to discontinue the manufacture of Kodak Adhesive, and the trade is hereby notified of the fact.

KODAKS FIRST.

When a man comes into your store and asks to see a camera what does your clerk show him? Does he put out a Kodak or a Brownie? If the man asks for a cheap camera does he show all the advantage of the No. 1 Folding Pocket Kodak before he shows the two dollar Brownie? There is just five times the profit for you in the Kodak that there is in the Brownie. Are you sure that the clerk makes every effort to sell the better instrument? Does he keep its advantages uppermost in the customer's mind even after he has been obliged to show the cheap

camera. It's almost always easier to sell the cheap article, but it is never so satisfactory to you and it is often not so satisfactory to the customer. He would be proud to have the best. Anybody could sell a two dollar camera to a man who has come into the store with the idea of spending five dollars. It takes a salesman to sell that man a ten dollar camera. But it can be done in two cases out of three if it is gone at right, and the customer will be pleased too. He will have value received for his money and be proud of his outfit.

Selling better cameras will add not a whit to your rent. Try it.

THE BOOKS AND THE SCHOOL.

A good many dealers are appreciating the profit, immediate and future, that there is to them in pushing the sale of the Kodak publications, and in securing pupils for the Kodak Correspondence College. Some dealers are overlooking this means which we have provided for their immediate profit and the building up of their future business. We have recently received an unusual number of direct retail orders for the "Modern Way in Picture Making." Perhaps this sample letter received from an attorney accounts for them: "Please find enclosed herewith my check for $1.00 for which please send me "The Modern Way in Picture Making." I asked for a copy at your dealers in this city, Mr.——and his clerks advised me that they had no such work."

If the thousands of people who buy cameras every month could each of them be persuaded to purchase one of these books they would take more pictures because the book would help them turn out better work. Therein is the value of the book to you. Our publications, like the school, are simply a part of the campaign of education, yet so expensive a part that we are not able to supply them without charge. There is just one way in which they can be effectively pushed and that is by the talk of the man behind the counter. He can do more than anyone else to put good, clear, common-sense photopraphic instruction where it will do the most good. There is a steadily growing demand for "The Modern Way in Picture Making." Each dealer can greatly increase the local demand by recommending the book. The present profit is 35 cents per copy. The future profit cannot be measured.

Likewise the Kodak Correspondence College should be brought to the attention of the beginners. The former school had over 6,000 pupils, and though the tuition price has been doubled, the college is growing faster than the school did. You can talk it, you can send out circulars carrying your imprint (we furnish them without charge) and on every pupil whose application we receive on a blank bearing your imprint accompanied by $2.00 for tuition you get credit

for 70 cents. The profit on the materials consumed by an ambitious pupil who is constantly learning something new and interesting about photography—well, it's worth making an effort for.

NEW PRICE.

ON ADAPTERS FOR NO. 4 SCREEN-FOCUS KODAK.

An improvement, which was made in the Adapter for the No. 4 Screen-Focus Kodak after the first model was submitted and the price decided upon so greatly increased the cost that we find we have been selling them absolutely without profit. The list price is therefore advanced from $2.00 to $3.00 beginning April 1st.

The 3B Quick-Focus KODAK

at $12.00

puts the popular 3¼ x 5½ size within the reach of a number of your customers who do not feel they can afford to pay $20.00 for the 3A F. P. K.

The Modern Way in Picture Making.

"The book does not follow the usual rather tedious lines of a general instruction book, but takes up definite subjects about which the novice may need advice, and gives it right away."—

Amateur Photography, London.

RETAIL PRICE, $1.00

Trade Discount 35%

KODAK

Daylight all the way
by the Kodak System.
Loading, Unloading,
Developing, Printing—

All Without a Dark-Room.

Kodaks and Brownie Cameras
of the latest designs.

Kodaks, $5 to $105.
Brownie Cameras, $1 to $9.
Kodak Tank Developers, $3 to $6.

Richard Roe & Co.

Double column cut, No. 182; single column, No. 183.
Please order by number.

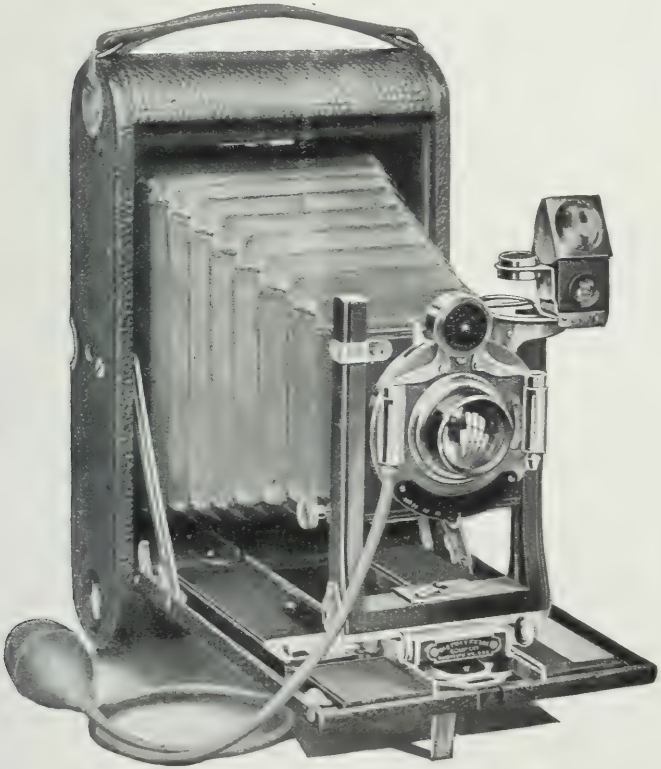
FOR TRADE CIRCULATION ONLY.

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN."

Vol. II, No. 12. TORONTO, CAN. APRIL, 1906.



The New No. 4A Folding Kodak.

A camera that is sure to appeal
to your best clientele.

KODAK CATALOGUES.

In a few days you will receive your advance copy of the 1906 catalogue. We hope that by May 20th you will have received your first allotment.

There are not a large number of announcements of new goods but there are some very important ones.

The 4A Folding Kodak, of which we speak more in detail further on, is certain to prove attractive to the best trade. The 3B Quick Focus Kodak, which has already been announced, is proving popular—will sell well as a medium priced instrument.

The Tank Developer has taken the place of the Developing Machine to a considerable extent but there is still a demand for the Machines in the Brownie, E and in the H Style. We shall therefore continue to list and furnish these styles. The Style A Machines have been discontinued.

In what might be termed sundries we believe that there has never been a single item which marked so great an improvement as Kodak Dry Mounting Tissue. We have been so fully impressed with this fact that we are devoting considerable space in the introductory matter of our catalogue to an explanation of what this tissue is, how it is used and wherein it is superior to paste. You will make no mistake in stocking it and helping us to exploit it, for it bids fair to become an important item in the simplification of picture making.

Realizing that there is a demand for inexpensive albums which we have heretofore made no attempt to fill, we are listing, this year, something entirely new, the Artist's and the Lakeside Albums, for both of which we feel sure there is to be a big demand. The album business should in fact, take on a new and rapid growth, because Kodak Dry Mounting Tissue enables one to mount prints on a thin leaf without curl *so that they will stay mounted.*

THE 4A FOLDING.

The 3A Folding Pocket Kodak has a rival.

In the new 4A Folding Kodak we feel that we have evolved another Kodak success. It is really a big Pocket Kodak, but so big that the pocket feature entirely disappears—hence the dropping of the word "pocket" from the name. But the pocket simplicity and features are there. The aluminum body with rounding ends, the simple methods of loading and focusing are all maintained. The size of the picture, 4¼x6½, is a continuation of the idea of getting away from the square picture. Not quite so long in proportion to width as the 3A, it is still further removed than the 4 x 5, or even the 5 x 7, from the square shape.

The pictures will appeal to very many people because in size they are out of the rut of

the pictures that are so familiar to every one, while at the same time the cost of film and paper and developing is kept within reasonable bounds.

We have let nothing in the way of a temptation to put the camera out at a low price induce us to put on a cheap lens and shutter equipment. The lens has a speed of f. 8 and the shutter, the B. & L. Automatic, has aperture sufficient to give the full value of that opening. The lenses, in fact, are precisely the same as those used on the 5 x 7 Cartridge Kodak which means that they have *double the speed* of lenses ordinarily sold in regular equipments of 5 x 7 size, while the fact that we are only asking these 5 x 7 lenses to cover a 4¼ x 6½ film is a double assurance that they will cut clean and sharp to the very corners.

Briefly, the 4A Folding Kodak is a camera of the popular type built in a larger size than is common to such cameras. It has not one complicated feature, there is not a spot in its construction or equipment where it has been slighted in order to save cost. The price, $35.00, is remarkably low when the quality and the capabilities of the instrument are considered.

There are thousands of people who want the latest and best thing in the Kodak line. They have grown up in photography, from perhaps Brownie beginnings, to a 3A. They will buy the 4A.

The 4A Folding Kodak uses Double Two or six exposure cartridges and may be fitted with plate adapter. The films may be developed in the 5 inch Tank Developer or in the Style E Developing Machine. We expect to begin deliveries by May 25th, and as soon as the cameras begin to come in good volume from the factory—so that we are sure of promptly filling orders—we shall advertise this specific model widely. Orders should be entered now for delivery "when ready." Such orders will have the preference.

THE PANORAM KODAKS.

The Panoram-Kodak announced for last year, with oil-controlled shutter, was not put out. For the present, at any rate, it is not to be put out, and in the 1906 catalogue you will see that we have listed the Panoram-Kodaks of practically the same model as in 1904.

We presume that some people will be disappointed, but to our mind it is better to disappoint a customer by not furnishing a camera of a certain model, than it is to disappoint him by furnishing a camera that is not reliable.

When we listed the 1905 model Panoram-Kodaks they were nearly completed. The experimental model had given good results. When deliveries began to come from the factory, however, there was trouble in the final testing department. They did not work with that

accuracy necessary to the Kodak quality. For months they were experimented with —sent back from time to time from testing room to camera works. As a final test twelve people, about half of them experienced photographers, each took out a Panoram-Kodak These people made ten exposures each, or 120 negatives in all. Of these about *ten per cent. were defective through the fault of shutters*, and it was therefore decided not to put the camera on the market.

If we could have been sure that every camera would fall into experienced hands, we would probably have gone ahead. But technical skill is not supposed to be necessary in operating a Kodak. It is *not* necessary. We do not propose to make it necessary.

We are sorry to have disappointed some of our best customers, but, we have maintained the Kodak quality.

SUNDRIES.

There are some new good things in mounts, but we particularly call your attention to the fact that while giving a good assortment we are trying to do what we can to reduce the number of kinds that you will be obliged to carry.

The L. M. N. O. Series Mounts have been discontinued and the Artello made in Scotch Gray and Carbon Black only have been substituted at the same price. We have also discontinued the H. I. J. K. Series and in their place we now have the View Mounts in Scotch Gray and Carbon Black only, and in place of the Wellington we are now furnishing the Lagoon, which is made on stock with an embossed surface, representing a fine leather finish, these mounts are made in gray, white and jet black.

In the catalogue the mounts will be issued in lots of 100 and dozen. In the Price List, which goes to dealers only, we give also the list on thousand lots. Comparison will show that when you buy in thousand lots the list is somewhat lower than the list which goes to your consumer customers.

Discounts on Mounts will be as heretofore 25%. On orders for 1000 or more cards assorted the special wholesale list (thousand lots), which is published in the Dealers Price List will apply. In no case, however, will orders for less than fifty of one kind and size be accepted.

The Lofstedt printing frame is one of the new good things worth looking into. The feature of this frame is that it unlocks for inspection of the print without the usual danger of shifting the register of print and negative. It should sell well.

There has been a growing business in many quarters in Kodaks with special high grade lens and shutter equipments.

We have heretofore listed the B. & L. Plastigmats and the Goerz Anastigmats having a speed of *f.* 6.8. We are now able to offer the Kodaks fitted with the Bausch & Lomb

Zeiss-Tessar having a speed of *f* 6.3. This is an increase in speed of 16% over the high grade lenses previously listed, an advantage that will certainly be appreciated by that growing class of customers who demand the best in camera and in equipment.

Kodak Dry Mounting Tissue.

One of the many "good things" from the KODAK CITY.

Introduce it.

GOES STRAIGHT TO THE SUBJECTS.

The aim of the book [The Modern Way in Picture Making] is to make photography easier for the amateur and to show him the way to new pleasures in picture making. There is no space given over to the discussion of theories or to side issues. The book goes straight to the subject of practical picture making with the camera, and in addition to the necessary technical details of the subject has pithy and valuable chapters on pictorial photography, on portraiture at home and out of doors, interiors, etc. The subject of development affords an opportunity for the best account we have seen so far of the use of the developing machines, although of course, development with a dish is not passed by.

"At the end of the book are certain chapters by specialists, which will be read with interest by many to whom the details in the earlier part are familiar. Mr. A. Radcliffe Dugmore has an article on 'Nature with a Kodak,' Eickemeyer one on 'Practical Hints on Winter Photography,' Steiglitz on 'Simplicity in Composition,' J. A. Sinclair on 'Carbon Printing,' and Robert Demachy on 'Gum Bichromate.' There are also valuable chapters on 'Trimming,' and on 'Clouds and the Landscape.' If we were asked to put a book into the hands of an amateur who had a Kodak, but had everything to learn as

to its use, we could not do better than give him a copy of 'The Modern Way in Picture Making,' written as it is from cover to cover not merely with a knowledge of photography, but with a knowledge of the needs and difficulties of the amateur photographer."—*Photography*, LONDON.

THE NEW TERMS OF SALE.

Most all Kodak dealers report business very satisfactory and large in volume, which statements are proved by our constantly increasing sales, and conditions as reported to us from all directions have been highly satisfactory. The changes are therefore slight. Of course there will be new goods and new schemes for pushing them, but as will be seen by the Terms of Sale recently mailed there are few changes in conditions under which the goods are to be handled. Such changes as have been made are for the most part at the suggestion of dealers, and they have not been made without careful consideration and the obtaining of opinions from a number of dealers interested. The following change should be noted:

The cash discount 3% on papers may now be allowed where full settlement is made within 30 days after the first of the month following the sale.

OUTDOOR DOLLARS.

Every one is interested just now in the out of doors. Our Ad. on page 12 is in line with the popular thought and should do much to associate Kodak with the out of doors.

This suggestion backed up in your local publication will turn some of the out door dollars indoors to you.

Note the new size of copy.

Did you ever ask yourself why people who are selling cheap cut rate cameras and who do *not* handle Kodaks, are always anxious to advertise themselves as Kodak dealers?

A NEW PLATE.

WHILE the majority of amateurs use films there are some who still prefer to use plates, most of them will some day use film, until that time it is to your interest and ours that they use "The Royal" made in Canada, and under the most favorable conditions, in a new factory fitted up with all the latest appliances for producing a plate of the highest grade. The Royal Plate will be sold at a moderate price and also give the dealer a very satisfactory profit as will be noted from following Terms of Sale.

PRICE LIST ON ROYAL DRY PLATES.

Size.	Price Per Doz.	Size.	Price Per Doz.	Size.	Price Per Doz.
3¼ x 3¼	.35	5 x 7	1.10	11 x 14	6.00
3¼ x 3½	.35	5 x 8	1.25	14 x 17	9.00
3½ x 3½	.35	6½ x 8½	1.65	16 x 20	12.50
3¼ x 4¼	.45			18 x 22	15.50
4 x 5	.65	8 x 10	2.40	20 x 24	18.50
4¾ x 6½	.90	10 x 12	3.80		

TRADE DISCOUNTS TO DEALERS.

AMATEUR SIZES: 5 x 7 and smaller, exclusive of Cabinet Size (4¾ x 6½), discount 33⅓.

CABINET SIZE: (4¾ x 6½), 65c. net per dozen.

LARGE SIZES: All sizes over 5 x 7, discount 20%.

DEALERS' MINIMUM SELLING PRICES.

Size.	Price Per Doz.	Size.	Price Per Doz.	Size.	Price Per Doz.
3¼ x 3¼	.30	4¾ x 6½	.90	11 x 14	6.00
3¼ x 3½	.30	5 x 8	1.25	14 x 17	9.00
3½ x 3½	.30	6½ x 8½	1.65	16 x 20	12.50
3¼ x 4¼	.35			18 x 22	15.50
4 x 5	.55	8 x 10	2.40	20 x 24	18.50
5 x 7	.90	10 x 12	3.80		

Above selling rates are to be strictly maintained. Discounts will be withdrawn from any one who offers Royal Plates at better rates than these named above.

CANADIAN KODAK CO., Limited,
Toronto, Canada.

April 24th, 1906.

WHEN ORDERING.

Dealers would confer a favor upon us, and at the same time make prompt shipments more certain, if in ordering they would always express the quantity of goods wanted by numerals, following them by the word packege(s), and that word by the quantity of the article wanted in each package.

For instance, when we receive an order like the following, what are we to ship?

"Please send 10 dozen 4 x 5 Solio."

Does the dealer want 10 dozen packages 4 x 5 Solio (2 dozen in package)? or does he want 10 packages 4 x 5 Solio (1 dozen in package)? If the first supposition is correct all doubt would have been removed had the dealer expressed himself thus:

"120 packages (2 dozen each,) 4 x 5 Solio."

If the second supposition were correct he should have said:

"10 packages (1 doz. each) 4 x 5 Solio."

This morning's mail contained an order like this:

1 Dozen 5 x 8 plates.

½ " 4 x 5 "

How was this to be interpreted? If we enter an order for 1 package (1 dozen) 5 x 8 plates, then to be consistent we must enter an order also for "1 package (½ dozen) 4 x 5 plates" which is palpably wrong, as 4 x 5 plates are not packed less than 1 dozen in a box. What the dealer wanted was probably

12 packages (1 dozen each) 5 x 8 plates.

6 packages (1 dozen each) 4 x 5 plates.

But we are not sure, for he may not have been consistent and may have intended us to send

1 package (1 dozen) 5 x 8 plates.

6 packages (1 dozen each) 4 x 5 plates.

Again we receive an order like this:

2 Dozen 3¼ x 4¼ Films.

½ Dozen 4 x 5 Films.

Films are now furnished in rolls of double-two, six and twelve exposures each, for all the late models of Kodaks, besides we have two Kodaks making 3¼ x 4¼ and three Kodaks making 4 x 5 negatives, which do not take the same length of spool, and the rolls of film are not interchangeable, so the question arises, shall we send this party

2 Rolls each containing 12 exposures for No. 3 Folding Pocket Kodak or does he wish

1 Roll containing 6 exposures for No. 4 Bulls-Eye Kodak or does he wish

24 Rolls 3¼ x 4¼ No. 3 Cartridge Kodak Film

6 Rolls 4 x 5 No. 4 Cartridge Film

and in that case how many exposures does he wish on each roll? Had the order been written

24 Rolls No 3 F. P. K. Film. 6 Exposures.

6 Rolls No. 4 C. K. Film. 6 Exposures.

we would know exactly what to send. In ordering film the number of rolls, number of exposures on each roll, and number of the Kodak in which the film is to be used should be plainly stated, for example

10 Rolls	No. 1	F.P.K. Film,	6	exp.
40 "	" 2	B.E. "	6	"
10 "	" 2	B.E. "	12	"
4 "	" 2	B.E. "	double 2	
25 "	" 3	F.P.K. "	6	exp.
5 "	" 3	C.K. "	6	"
15 "	" 4	C.K. "	6	"
10 "	" 4	B.E. "	12	"
5 "	" 4	S F.K. "	6	"
2 "	" 1	Brownie "		
2 Boxes	" 2	"		

Brownie film is only put up in rolls of six exposures each.

Our only course is to use our best judgment and ship what we think he wants. If we hit it right, all good and well. If we miss, then Mr. Dealer will either send some goods back to us "express collect," or he will ask, "Why did you ship only part of my order? Send on balance of order by first express, charges prepaid. I do not understand why you make so many mistakes in filling my orders."

A compliance with our request as to the use of numerals and of the word package(s) will save time, express and patience.

The 3 Folding Brownie at $9 will make business if judiciously pushed,

1906

LOOKS TO US LIKE A

KODAK

Tank

Developer

Year.

Because

the Tank

WORKS.

ARISTO GOLD POSTAL CARDS.

Emulsion contains all the necessary toning chemicals. This is a new produce of the American Aristotype Co. It is printed in daylight like Solio Paper, and very simple to manipulate as will be noted from the following directions.

Directions.

Print until all detail is out or about the shade of the finished print.

Wash in six changes of water, separating the cards thoroughly in each water.

Fix for 20 minutes in hypo bath 30 grains strong hydrometer test (or 4 oz. hypo crystals to 32 ozs. water.)

Wash one hour in running water or sixteen changes by hand, separating the cards thoroughly in each water.

Dry between photographic blotters.

To flatten cards proceed as follows: Take a piece of two inch gas pipe two feet long and cover it with clean paper, pasting the paper to the pipe. Cut a strip of heavy strong paper several yards long and two feet wide, roll same around pipe, after a couple of turns roll the cards in face down between paper and pipe —continue to roll until all cards are in and let them stand for one hour. Should cards curl too much reverse and put in roll for five or ten minutes.

Price.

Per Dozen.....	$0.30
" Gross.....	3.00
Discount.....	12½

and is covered by the Conditional Memorandum affording the dealer the same percentage of profit as Velox.

ADJUSTABLE MASK PRINTING FRAMES.

As the manufacture of this article has been discontinued and our stock is exhausted we are unable to fill further orders for them.

Don't depend on the old customers.

Sell Kodaks

New blood among the amateurs is what makes the business grow.

It's daylight all the way by the **Kodak** *System. Loading unloading developing printing all without a dark-room*

"A Kodak Morning."

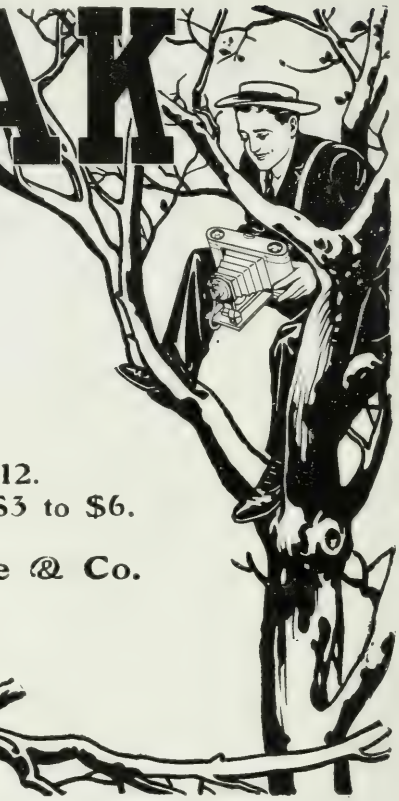
The Kodak

The Kodak Tank Developer, and Velox Paper, have made the process of finishing the pictures as simple as pressing the button.

Kodaks, $5 to $108. **Kodak Tank Developers, $3 to $6.**

Canadian Kodak Co. Limited, Toronto, Can.

KODAK



Daylight all the way by the Kodak System.

Kodaks, $5 to $108.
Brownie Cameras, $1 to $12.
Kodak Tank Developers, $3 to $6.

Richard Roe & Co.

VELOX TONER.

Anything that will increase the usefulness of Velox paper will instantly appeal to the amateur. This has been fully demonstrated by the popularity of Velox Re-Developer.

We now have ready for the market a new preparation, Velox Toner, as simple and easy to use as the Re-Developer, and producing a pleasing variety of purple and sepia tones on any grade of Velox paper.

The toning action begins practically as soon as the print is immersed in the solution, ranging through the purple tones first and then into the sepias. As soon as the desired tone has been reached the print is removed and washed in running water for fifteen minutes, which completes the operation.

This is the season when the amateur asks for "something new;" be ready for him with Velox Toner.

Price, - - - 50 cents.
Discount, - - - $33\frac{1}{3}\%$

Ready in May.

FOR TRADE CIRCULATION ONLY.

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN."

Vol. III, No. 1. TORONTO, CAN. MAY, 1906.

IMPORTANT NOTICE.

The following changes in lists and methods of packing are announced.

PAPER IN ROLLS.

For greater convenience and economy to the greatest number we have made several changes in our packages of paper in rolls, in most cases making the rolls 20 and 40 inches in width. The following list of paper in rolls supersedes all previous lists:

EASTMAN BROMIDES, DEKKO AND VELOX.

10 foot roll, 20" wide,	$2 10
10 " " 40" "	4 10
10 yard " 20" "	6 00
10 " " 40" "	12 00

SOLIO.

10 foot roll, 20" wide,	$1 40
10 " " 40" "	2 75
5 yard " 20" "	2 15
5 " " 40" "	4 00
10 " " 20" "	3 75
10 " " 40" "	7 50

MEZZO TONE.

10 foot roll, 20" wide,	$1 90
10 " " 40" "	3 80
5 yard " 20" "	2 75
5 " " 40" "	5 50
10 " " 20" "	5 00
10 " " 40" "	10 00

EASTMAN'S SEPIA.

10 foot roll, 20" wide,	$1 05
10 yard " 20" "	3 00

W. D. PLATINUM

26 foot roll, 20" wide,	$8 00

ARISTO PLATINO, ARISTO BLUE LABEL, ARISTO SELF-TONING.

10 foot roll, 24½" wide,	$2 25
5 yard " 24½" "	3 25
10 " " 24½" "	6 00

ARISTO JUNIOR.

10 foot roll, 24½" wide,	$1 75
5 " " 24½" "	2 50
10 " " 24½" "	4 50

BACKING PAPER.

Gelatine, 10 yard roll, 20" wide,	$ 95
Gelatine, 10 yard roll, 40" wide,	1 90
Collodion, 10 yard roll, 24½" wide,	4 50

TELL THEM FIRST.

Elbert Hubbard has had some pertinent things to say in his magazine as to the relative success of men who do things before they are told, men who do things when they are told once, and men who do not do things until they are told the second or third time.

Similarly there are merchants who keep their eyes open for new goods, *and tell their customers about them*, merchants who keep their eyes open for new goods and have them on hand when their customers ask

for them, and merchants who do not stock the new goods until they have had two or three calls for them.

THE KODAK TRADE CIRCULAR informs you, from month to month, of the new good things that are coming out. It lets you know about them first. It gives you an opportunity to tell your customers about them before they hear of them through other channels. The advantage to you of stocking the new things and telling your customers about them is obvious. If you have not gone carefully over the Trade Circulars in search of goods that will interest your customers, it is time you undertook it. Kodak days are at hand.

Recent new goods are:

4A Folding Kodaks.

3B Quick Focus Kodaks.

Tessar Lenses and Volute Shutters on Kodaks.

Blue Print Post Cards.

Lofsedt Printing Frames.

Artists and Lakeside Albums.

Kodak Dry Mounting Tissue.

New Kodak Mounts.

Velox Toner.

Tell your customers first.

CORRECTION.

In the last number of the Trade Circular we gave the list price and the dealer's minimum selling price on Royal Dry Plates. On sizes 10 x 12 and larger there was an error made in the list price. We enclose herewith a separate sheet containing the correct prices.

NEPERA ACID HYPO WITHDRAWN FROM THE MARKET.

As Kodak Acid Fixing Powder gives perfect results when fixing Velox Prints, and inasmuch as the Velox Hardener is now largely used for acidifying the Fixing Bath, the putting up of Nepera Acid Hypo will be discontinued.

This change will be a convenience to the photographer and an economy to the dealer who will be obliged to carry but one kind of Acid fixer where he formerly carried two kinds.

OPENING UP.

How about those new customers you planned to land "when things opened up in the spring"?

New customers are growing up all around you—the children.

Have you said anything to them about Brownies?

It sometimes happens that one of the grown-ups makes Willie or Susie a present of a Brownie and then when the youngster actually makes pictures with it, Mr. Grown-up commences to take notice and if you are not careful in he comes for a Kodak and you find them both spending money with you.

Back up your window display with space in your local paper.

The last page offers a suggestion.

Electros, either single or double, are yours for the asking.

BLUE PRINT POST CARDS.

The post card business is on the increase every day. It is becoming an important and profitable part of every dealer's business, and we propose to do what we can to foster it. Those amateurs who are in the habit of doing their own developing and printing are using quantities of Velox cards. There is, however, a very large class of amateurs who do not regularly do their own work, nor care to take up the detail of it, who can be easily interested in post card making if the process is made easy enough. We have provided for them with Eastman's Ferro Prussiate Post Cards. Blue print making is, of course, absolutely the simplest of photographic processes, and with the Eastman Ferro Prussiate it gives good results, too.

You can stir up an interest along this line by calling attention to the simplicity of the process and to the fact that no chemicals are required. A printing frame is the only "extra" required and anybody can learn in one trial to do good work on the blue print post cards. Both the process and the price are attractive to the amateur, and the profit to you is a good one.

THE PRICE.

Eastman's Ferro-Prussiate Post Cards, in hermetically sealed tin cans, - per doz.	$0.15
Discount to the trade - -	25%

Blue Print Post Cards are Quick Sellers.

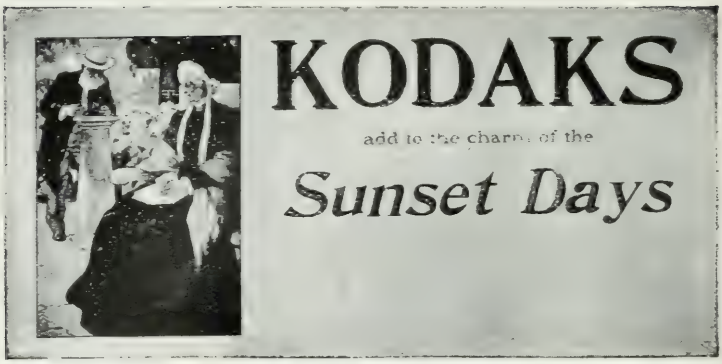
The aim of the

KODAK Correspondence College

is to make people use more materials, by teaching them to make better use of the materials they have. It increases business.

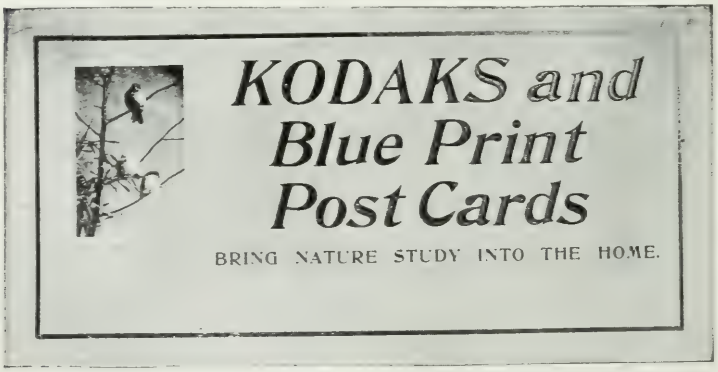
70 cents immediate profit to you in every pupil secured. Big future profit in his trade.

Circulars with your imprint for the asking.

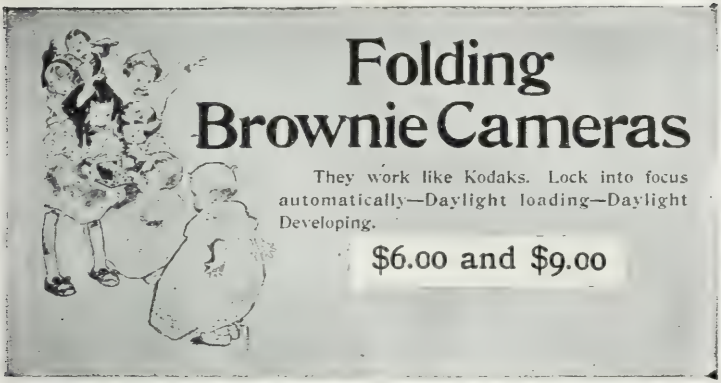


No. 466. In full colors.

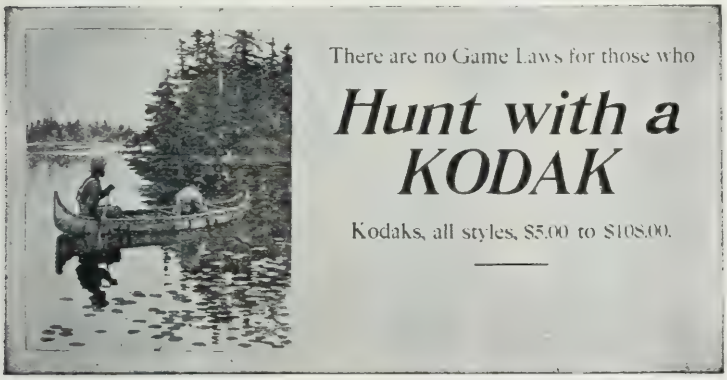
No. 467. Technical but telling.



No. 468. A beautiful card that will attract.


Folding
Brownie Cameras
They work like Kodaks. Lock into focus automatically—Daylight loading—Daylight Developing.
$6.00 and $9.00

No. 486. A street car card in colors, with a catchy illustration.



No. 402. Picture in full colors. Only a few left.

STREET CAR CARDS.

There is no doubt about the value of street car space for local advertising, especially when it fits in with similar publicity in the general magazines. Several Kodak dealers have had highly satisfactory results from this form of publicity, and go into it regularly every year In the new street car sign, No. 466, you will see that we give you an opportunity to tie your publicity to ours. The design used is the same that appears on our catalogue cover; is the same that is appearing in publications with an aggregate circulation of many millions of copies; is the same as will appear on a large lithographed hanger, which will be furnished you during the month of June. There's a sentiment in this picture that appeals to everyone and should stimulate the interest in home portraiture.

As one dealer expressed it: "All the world loves a lover, the fact that the lovers are old people in this case gives a delightful touch of sentiment."

We believe that our advertising should do two things—stir up an interest in photography and bring the attention of the public now and then to some specific thing. We have been advertising the Folding Brownies widely. Cards No. 486 and 467 are calculated to help along this same line—will help bring people to your store They show that it doesn't cost much to take up photography and *that you have the goods so extensively advertised in the magazines.*

There are thousands of people who know how to make blue prints that look upon any other photographic process as too difficult for them to tackle. They can be interested in the Blue Print Post Cards, and thus brought into your store. Once you have them on your list of customers there is no limit to the simple things in photography that you can show them. Card No. 468 covers this field.

Card No. 402 was the hit of our street car work last year. It went so well and did such good work that we ran a second edition. Out of this second edition we have a few cards left. We are not in position to get out any more, but while they last we shall be glad to furnish them.

A dealer in a western city of about 35,000 people, sold over three dozen No. 3A Kodaks last summer. He says that street car sign No. 402 did most of it.

So that there may be no misunderstandings, we repeat the conditions under which we furnish street car signs:

It is obvious that no two dealers in the same town would care to use the same cards. In filling orders for street car cards, we shall, therefore, give the preference to the first dealer who applies from each city, but will not furnish him more than one kind of card until we are satisfied that the other dealers in his town are not interested. When there is only one dealer in a city who uses the cards, he can run through our entire line and when it is exhausted we will get him up new cards if he wants them.

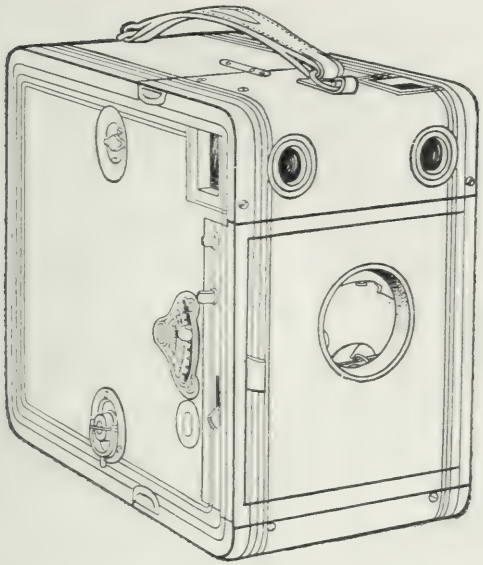
These cards are of the standard street car size, 11x21 inches, and are to be furnished *for street car use only.* They are too expensive and too perishable for fence t icking or similar purpose.

In ordering, please tell how many cards you need and indicate the style of card wanted by Number.

We particularly request that you order only as many as you require. They are too expensive to waste.

"The Modern Way in Picture Making."

The best selling book on photography.



SNAP — SNAP

Just the camera for street views.—Ready for work in a twinkling.—The new 3 B Quick Focus Kodak.

Pictures, 3¼ x 5½. Price, $12.00.

All the new things from the Kodak City.

Richard Roe & Co.

Double Column Cut as above, No. 118.

KODAK

Kodak the Children. Let the Children Kodak. By the Kodak System anyone may take and finish pictures. It's Daylight all the Way.

Brownies (almost Kodaks), - $1 to $9
Kodaks, - - - - - - $5 to $105

Kodak Tank Developers and
All the new things from the Kodak City.

Richard Roe & Co.

Double Column Cut, No. 186. Single Column Cut, No. 187. Please order by number.

FOR TRADE CIRCULATION ONLY.

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN."

Vol. III, No. 2. TORONTO, CAN. JUNE, 1906

KEEP AHEAD.

Tell your customers about the New 4A Folding Kodak—don't wait for them to tell you. Do more. Put it in stock and show it to them. The new 4A makes a big picture that gets away from the conventional sizes; the camera itself is not bulky and it is as simple as a Pocket Kodak—a combination that is bound to make it sell. Furthermore we are about to begin wide advertising of this particular instrument.

On page 6 is a suggestion for a newspaper advertisement. The cut is No. 123.

QUICK DEVELOPMENT FOR THE POST CARD BUSINESS.

There has been a considerable demand from photographers engaged in the quick delivery Post Card business, for a developer for plates which will produce a fully developed negative in one minute's time. For such use we suggest Nepera Solution *full strength*, or, if economy is an object, we would suggest the following:

Make up a Sulphite Stock Solution by dissolving 300 grains of Sulphite of Soda, desiccated in ten ounces of water. To prepare developer mix:

2 ozs. Nepera Solution.
2 " Sulphite Stock Solution.
2 " Water.

Nepera Solution is concentrated Metol Hydro developer and to all practical purposes is the same as the following:

Dissolve chemicals one at a time in the order named in amount of water, stirring constantly.

200 ozs. hot water (temperature not higher than 150 degrees Fahr.)
1 oz. Metol.
4 ozs. Hydroquinone.
15 " Sulphite Soda, desiccated, or 30 ozs. crystals.
25 ozs. Carbonate Soda, desiccated, or 50 ozs. crystals.
½ oz. Bromide Potassium, crystals.

This concentrated developer will keep for several weeks in a demijohn and indefinitely in full bottles well stoppered.

THE POPULARITY OF POST CARDS.

That a certain U.S. photographer whose name we withhold for obvious reasons, has in three months' time used 160,000 Velox Post Cards, is a statement which will interest your professional customers.

The Post Card business is rapidly increasing and photographers throughout this country are quick to appreciate the profitable returns they secure from selling souvenir or portrait Post Cards and we wish the dealers to be thoroughly posted as to what we are prepared to furnish in the way of grades and surfaces in

VELOX POST CARDS

List as follows :

Package of 1 dozen,	$ 0.20
" " ½ gross,	1.10
" " 1 "	2.00
" " 1000 sheets,	10.50

Velox Post Cards suitable for flat (soft) negatives, are made in *one grade only*—Regular Velvet—and produce such contrast, gradation and general effects as could not be secured from a Regular Carbon Post Card, if such were manufactured. Therefore, to the photographers who, for most of their negatives, use Regular Velox for single weight prints, we recommend Regular Velvet Post Cards for their Post Card work.

The statement which we made regarding Regular Velvet Velox when it was introduced, February, 1905 — "Regular Velvet Velox makes excellent prints from negatives which, from results obtainable on other papers would be considered failures"—has been proven correct by the large demand we have had for the product. In no less a degree will Regular Velvet Velox Post Cards be found superior to any other Post Cards designed for contrasty results from flat negatives.

For average negatives, we make three different surfaces of Velox cards—Special Portrait, Special Velvet and Special Rough, a variety—because the majority of our customers select for their Post Card work such negatives as have been properly timed and developed and are therefore suited to our Special emulsion, which, combined with softness, gives much more gradation than the Regular emulsion coated on any surface of paper.

We have recently made a change in the style of printing on the address side, dividing the space, and leaving about one half the card for correspondence, which should greatly increase their popularity. We believe it would be advisable to call the attention of your customers to this change.

VELOX LIQUID HARDENER.

As many commercial photographers and dealers engaged in amateur finishing have written us asking for price on Velox Liquid Hardener in bulk we have decided to furnish, in addition to the 4 oz. and 8 oz.

bottles now on the market, ½ gallon containers which will list at $1.25. As each ounce of Velox Liquid Hardener will acidify one pint of hypo solution made up one to four in accordance with our published directions, the increased demand for the preparation is not a surprise. Velox Liquid Hardener used in connection with the hypo bath, particularly in hot weather, is just as important for plates or film as it is for developing papers.

Discount to the trade 25%.

DOUBLE WEIGHT DEVELOPING PAPERS.

Heretofore we have declined orders calling for rolls of Double Weight Velox, believing that consumers would find that cut sheets of Double Weight paper would give them better satisfaction than rolls. On account however, of the present demand for heavy paper on which to print large paroramic negatives, etc., we have decided to list Double Weight, Regular Velvet Velox, Special Velvet Velox, Special Portrait Velox, Special Rough Velox and Regular Carbon Velox, as follows :

DOUBLE-WEIGHT VELOX.

10 ft. roll,	20 in.	wide,	$	2.65
10 ft. "	40 "	"		5.15
10 yd. "	20 "	"		7.50
10 yd. "	40 "	"		15.00

CONNECT.

OUR ADVERTISING IS YOUR ADVERTISING IF YOU BACK IT WITH LOCAL WORK

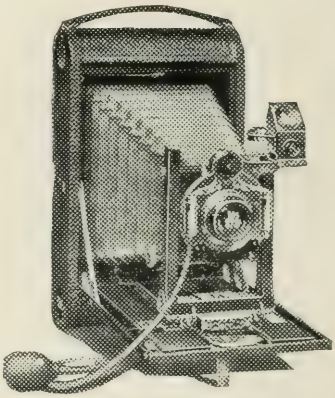
We are now shipping our regular catalogue to all of our customers, and with them we are sending a new line of signs that will be effective for window and wall display. We commenced to ship these catalogues and advertising matter to Pacific Coast points first and some of our customers may not have received theirs up to the present time, but they all will have them within a very few days now.

SUMMER BOOKLETS : Shipments of our summer booklet will begin in a few days. These booklets fit an ordinary envelope and can be mailed for one cent. They cover nearly the entire line of Kodaks and Brownies, and also briefly describe the Kodak Tank Developer, but do not pretend to go into the matter of sundries. The cover is attractive, one of our best. These booklets are just what you want for selected mailing lists. *Supplied only on request.*

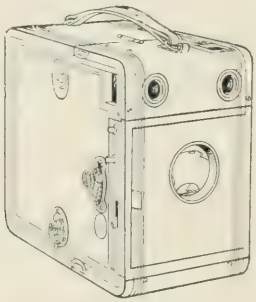
VELOX MANUALS. There is a new edition of Velox Manuals on the press. It has been revised and brought up to date. It contains forty pages—all meat. It is an expensive booklet but is necessary for educational purposes. We want you to use it judiciously. *Supplied on request only.*

CUTS : In addition to the cuts shown on the sheet, we are now prepared to furnish

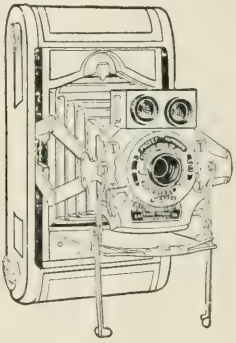
those given below. Order by number. The man that looks after your advertising should have this Cut Sheet at his right hand. It will help connect your advertising with ours. Kodak reputation, Kodak Goods and Kodak advertising are going to make 1906 the banner Kodak year. There is opportunity here for the dealer who makes the most of it.



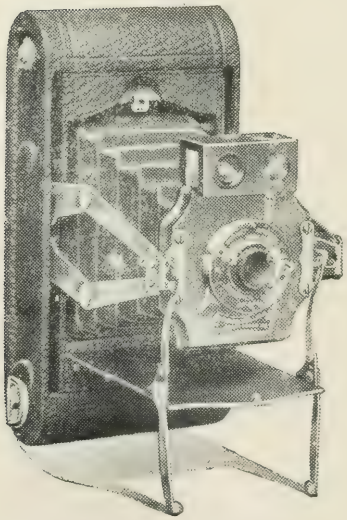
No. 4A Folding Kodak.
No. 225.



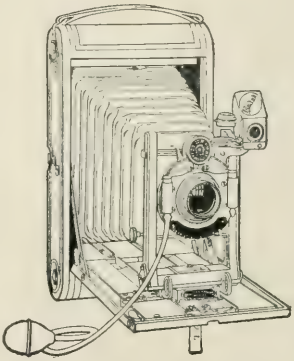
No. 3B Quick Focus.
No 117.



No. 1 and No. 1A Folding Pocket Kodak.
No. 125.



No. 1 and No. 1A Folding Pocket Kodak.
No. 251.



No. 4A Folding Kodak.
No. 123.

FILMS STAND

TROPICAL HEAT. IT ALL DEPENDS ON PROPER PROTECTION AND PROMPT DEVELOPMENT.

There have been ample proofs in the past few years that there is no difficulty in keeping film under the most trying conditions if reasonable precautions are only taken.

First, the film must be put up in air tight receptacles. An individual tin can, sealed with tire tape, is the most practical, convenient and inexpensive method.

Second, *the film must be promptly developed after exposure.* The point is that when the film is opened up for exposure the gelatine rapidly absorbs dampness from the water-laden atmosphere of the tropics and deterioration begins in a very short time.

We have heard three times within a few weeks from Mr. Charles J. Glidden, who is touring the world in an automobile, and each time he has spoken enthusiastically of his success with film. The first postal was from India, the next from China, and the last, under date of April 24th, from Nagasaki, Japan, says :

"Film received at various stations in the Orient as ordered. All in good condition. Sea and heat (120 in sun) has not damaged a single film and all exposures excellent.

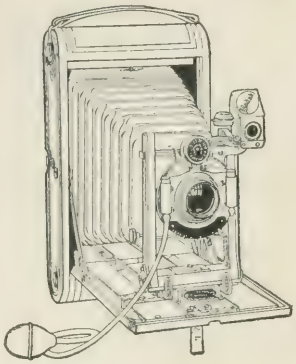
Very truly yours,
CHARLES J. GLIDDEN."

Mr. Glidden has the distinction of being first to circle the globe in a motor car. He has also crossed the arctic circle in his machine, has reached the most southerly road in the world at Bluff, New Zealand, and it was he who drove a car from Minneapolis to Vancouver, 1,803 miles upon the tracks of the Soo and Canadian Pacific Lines, in September, 1904. Mr. Glidden's more recent journeyings have been in India, Afridi, Swat, Burmah, Ceylon, Cochin China, China and Japan. There is no part of the world where conditions are more trying to photographic goods, and his success is due to the fact that he has followed the simple directions: Protect in a sealed tin tube ; develop promptly.

There is much travel in these days to Panama, the West Indies, Honolulu, Japan and the Philippines. Whenever you have a customer starting for one of these points look to the way in which his film is packed, urge upon him the necessity of prompt development, suggesting the Kodak Tank Developer or the Machine, so that he may be sure of having the means of development at hand.

STANLEY PLATES.

Some years before we purchased the business of the Stanley Plate Company they published a new price list on their plates, which was intended at that time to be the net selling price. However, afterwards it became a common thing for the dealer in photographic supplies to quote this as a list price subject to dis-



READY FOR DELIVERY

The New No. 4A Folding Kodaks

For pictures 4¼ x 6½ inches.

Price, $35.00

This new camera gets away from the conventional sizes, yet is as simple to operate as a Pocket Kodak.

Let us show you the new things from the Kodak City.

RICHARD ROE & CO.

count, referring to it as the Stanley Short List, and we understand that some dealers are quoting a discount of 20% from it, this practically brings the net price of some sizes of plates down to cost. Some of the stock houses have already abandoned its use, and we would suggest that all our friends do so, and use only the standard list, which we use for our Royal Plate, which is also the same list used by the Seed Dry Plate Co. The discounts we quote are based on this list; it only makes confusion to have two lists. There is no such list published now by the Stanley Co., nor will there be, so it should be a simple matter to discontinue its use in the trade.

FILLING ORDERS.

Our rule is to take semi-annual inventory on the first of January and the first of July of each year. On the first of January it is usually a quiet time, and there is very little possibility of any of our customers being inconvenienced by the delay of a day or two at that season of the year, but in July it is a very different proposition. Unfortunately, this year the first of July comes on Sunday and the second will be observed as a holiday, and on the third of July we will commence our inventory, so in all probability there will be a delay of a day or two in filling orders at that time, consequently we would suggest to our friends to send in their

orders as far as possible as soon as they receive this notice, with directions to ship on July second. We will then pack up all such orders and have them ready to forward promptly on that date.

By attending to this matter as suggested above we hope no one will be inconvenienced.

CORRECTION.

Through an oversight there was a mistake made in the May number of the Trade Circular in listing W. D. Platinum Paper in 26 foot rolls, 20 inches wide, at $8.00, this being the American list, and, as our customers are all aware, this paper is ordered shipped direct to them from the Eastman Kodak Co., Rochester, N. Y., who furnish them a bill for it at the American list, less 25%, in order to enable them to pass it through the customs house, that being the regular selling rate of the paper in the United States. The duty being 30% would make the paper cost them $8.13, duty paid, plus the express, so we make the retail selling price in Canada for W. D. Platinum Paper, in 26 foot rolls, 20 inches wide, $10.70, which will afford you a margin of about 25% on your sales.

In the same article there was an error made in quoting the list price on 10 foot rolls, and 5 and 10 yard rolls of Aristo Platino, Blue Label, Self-Toning and Aristo Junior Paper. The correct price on the Platino, Blue Label and Self-Toning are as follows :

10 foot Rolls,	24½	inches	wide,	$2.45
5 yard "	24½	"	"	3.50
10 yard "	24½	"	"	6.45

On Aristo Junior :

10 foot Rolls,	24½	inches	wide,	$1.90
5 yard "	24½	"	"	2.70
10 yard "	24½	"	"	4.85

Kindly make corrections of above errors in your May Circular.

BROWNIE STEREOSCOPES.

Any ordinary Stereoscope may be used in viewing Brownie Stereo pictures, but in order to make it easy for all dealers to show samples and to put a complete outfit before their customers we have prepared to furnish the "Brownie Stereoscopes." These scopes are well made of birch, with aluminum hood and have high grade lenses, and are offered at a price that should make them sell readily, at the same time giving a good profit to the dealer.

PRICE.

Brownie Stereoscopes,	$ 75
Discount to the Trade,	33⅓%

STOLEN.

No. 1A Folding Pocket Kodak Serial No. 61218.

W. R. Rodd, Sackville, N. B., reports that a No. 1A Folding Pocket Kodak (No. 61218) has been stolen from his store. Dealers are requested to keep an eye out for any such instrument that may be offered them for sale or exchange, and will confer a favor by reporting same to Mr. Rodd.

KODAK DRY MOUNTING TISSUE

¶ Insures Absolute Contact without Curl, even with the Thinnest Mounts.

PLEASANT TO HANDLE
AND ALWAYS READY.

CANADIAN KODAK CO., Limited
TORONTO, CANADA

FOR TRADE CIRCULATION ONLY.

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN."

Vol. III, No. 2 TORONTO, CAN. JULY, 1906

AT OUR EXPENSE.

FREE PERSONAL INSTRUCTION TO DEALERS AND THEIR EMPLOYEES. BETTER PROFITS IN YOUR AMATEUR FINISHING DEPARTMENT.

We quote the following article from the July issue of the Eastman Kodak Co. Trade Circular, and will be glad to arrange with any of our customers who may wish to avail themselves of the benefit of this course on the same terms that is offered to the trade in the United States, and would advise all of our friends to either take advantage of this offer personally or have one of their clerks do so, as it is a well demonstrated fact that the dealers who are thoroughly posted regarding the goods and also those who do finishing for amateurs, always striving to obtain the best results, are invariably the most successful with the goods.

Every reader of the Trade Circular knows that one of our pet hobbies is "better developing and printing for the amateur." We have talked this idea for a long time. We are now able to offer a tangible help. Our Educational Department is at your service.

Your business and ours depends upon the enthusiasm of the amateur. If he gets the best possible negative from every exposure and the best possible print from every negative, he is going to use a lot of material. If his results are mediocre, his enthusiasm will wane and your business and our business will dwindle.

If you can give him superior results in your developing and printing department, you can get a good price and a good profit for your work, can sell him more film and can make him a living, talking advertisement for amateur photography in general and for you in particular. This isn't theory. We know dealers whose business has, for a long time, been steadily growing on the strength of their prompt and excellent service in developing and printing. For the good of the business in general, for the sake of making satisfied dealers and enthusiastic amateurs, we propose to do what we can to help raise the standard of amateur finishing. To this end we propose to give free personal instruction to any Kodak dealer, or to any accredited employee of a Kodak dealer. A separate department with quarters in our new office building has been established. The course will be thorough and comprehensive and absolutely without charge for either tuition or materials used. The pupil's expense will be for railroad fare and board only. We

are glad to stand the expense of his instruction.

For years we have been improving the quality of the materials entering into a photograph; we feel that the next step is to improve the quality of the workmanship of those handling such materials. It means more business, more profit for you, and upon your prosperity our prosperity depends.

Take a look into your finishing department. We think you will find room for improvement. We believe that we can help you turn out work more economically and at the same time so improve its quality that every branch of your photographic business will feel the good effects.

We have provided complete facilities for giving personal instruction in the Development of Films and Plates, Printing and Finishing Developing Out Papers, Bromide Enlarging and Finishing, and Printing, Toning and Finishing Printing Out Papers.

The instruction will be entirely practical and such as will enable the student, after finishing the course, to return home competent to produce work of a superior quality. After the student has completed the work in the classroom, our own working methods will be shown and explained and every possible suggestion given to enable him to arrange his own plant to the best advantage for his work.

Instruction will vary with the individual, as some persons will require more than others. There is no required length of time for completing the work, the object being to turn out a competent workman in the shortest time possible at a minimum of expense to the student.

Each student will be expected to work during the regular office hours of the Company and do his utmost to finish the course promptly. No drones will be tolerated.

As soon as the student has proved his proficiency, in any branch of the work to our satisfaction, he will be given a certificate to that effect. This certificate will cover all branches in which the pupil qualifies.

There are many dealers who personally know very little about photography and are compelled to entrust the quality of the work turned out by their Finishing Department to some employee. An "E. K. Certificate" would be a guarantee of the competency of such employee.

All necessary material and apparatus will be supplied by us absolutely without expense to the student.

This offer is now open to all Kodak dealers and to any person in their employ whom they may desire to send on for instruction. Upon request we will forward application blanks which are to be completed by the dealer and returned to us for approval.

We shall be pleased to take up further details by correspondence. Our Educational Department is at your service.

EASTMAN'S SPECIAL SQUEEGEE.

Here's a squeegee that you can get a grip on. Most squeegees are hard to use because you can't get a good hold on them when a steady even pressure is desired. That is where the Eastman Special is different. Besides it is fitted with a superior quality of velvet rubber.

The Price.

Eastman's Special Squeegee, 6 inch, - - - -	$ .30
Do., 8 inch - - - - -	.35

Discount to the trade, 25%.

Can we not help you improve your amateur finishing?

NEW GOODS.

In printing our monthly TRADE CIRCULAR, also our catalogues we frequently have goods that are not quite ready for delivery, but that we expect will be ready before another issue of the TRADE CIRCULAR or catalogue, consequently we list them in the current issue so the trade may know about them at the earliest possible moment, and in this way we frequently receive orders for such articles before they are ready to ship, in which case they are placed on back order and forwarded as soon as ready. Most of our customers prefer that we do it in this way but some have objected to our making separate shipment of such articles, claiming that if we do make a separate shipment, we should pay the transportation. To avoid all question on this point hereafter, we would suggest that when you order such goods you state how you wish them shipped, in case we cannot ship them with the bill of goods ordered at that time. Where no such statement is made, we will take it for granted that you wish the goods forwarded as soon as ready and will ship accordingly, *at your expense*.

In this number of the TRADE CIRCULAR, we are listing the Eastman's Special Squeegee and Kodak Dry Mounting Press. It will be from ten days to two weeks before we will be ready to furnish either of these articles.

FOR THE PROFESSIONAL.

KODAK DRY MOUNTING PRESSES FOR USE WITH KODAK DRY MOUNTING TISSUE.

Kodak Dry Mounting Tissue is a success. Amateurs, by the thousand, are using it with no other tool than a flatiron. In our own printing department, we have been using it for months with perfect satisfaction. We have done all the necessary experimenting in practical every-day work, mounting all sizes of prints, from No. 1 Brownies up. The process is clean, convenient, rapid, economical. The prints lie flat.

In our own work, we use a special press. A flatiron is obviously not just the thing for work on a large scale. This press has been so successful that we are now making it for the trade in two sizes, 5 x 7 and 11 x 14. The cut shown herewith is the 5x7; the larger size being the same in principle but a little different in construction.

The plate in the press is heated by gas, a thermometer attached to the top of press indicating when the temperature is correct. With each press a Tacking Tool is furnished for fastening tissue to print in two or three spots so that it will not shift when placed in the press. The only "extras" required are the necessary tubing for connecting with the gas supply and a small gas stove (they can be had for less than a dollar) in which to heat the Tacking Tool.

Each of the presses may be used for work twice their width and indefinitely long. The 5 x 7, for instance, will mount 10 x 14 prints in four impressions, and allow for a margin on mount of two inches. Of course, where a quantity of large prints is to be mounted, the larger press will make a

great saving in time. In fact, with the large press, several smaller prints may be put in at once.

The 5 x 7 press, however, is likely to be popular with those doing amateur finishing, while the 11 x 14 size (capable of mounting 22 x 28 prints, with 3-inch margin on mount) will appeal to commercial and other photographers who have considerable large work.

Heretofore, mounting has been considered an unimportant detail. Progress has been made in the manufacture of cameras and plates and films and papers and in the processes of development, but the old paste brush has held sway. Paste, however, can never stand competition with Kodak Dry Mounting Tissue now that the Kodak Dry Mounting Press adapts it to the use of the professional photographer.

There is good, new business for you in placing these presses with the professional photographers and if you have your own amateur finishing department you can improve the appearance of your work, and thereby increase your business, by adopting the tissue for all of your mounting. The use of Kodak Dry Mounting Tissue means marked improvement in an important detail of photographic work—and profit to you.

THE PRICE

Kodak Dry Mounting Press, 5 x 7 plate, - - -	$15.00
Do., 11 x 14 plate, - -	50.00

Discount to the trade 20%.

There's a lot of good new business in vacation prints on

BLUE PRINT POST CARDS.

Now is the time.

The biggest of hits among the little things:

KODAK DRY MOUNTING TISSUE.

PERFECTLY GUILTY.

The story is told of a Dutch judge, who, in a trial for murder, rendered the following decision: "Dot book on der law says that ven there iss a doubt you must give him to the brisoner. Now here already there vas no doubt, for it broved vas that the killed man iss alive in jail over by Trexlertown. There is no doubt. Therefore the law is blain. The brisoner is perfectly guilty. I bronounce him accordingly to be hung by the neck up."

Here is a parallel argument: "15% discount coupon on—— films. These films are so vastly improved on what they were last year and so much better than any other film made, that I am offering, for (30) thirty days, 10 per cent. discount on orders of 1 to 5 rolls, 15 per cent. discount on orders of 6 rolls or more."

The above is the advertisement put out by an "anti-trust" dealer. It is hardly necessary to state that the films which are *offered at a cut price because they are so good*, are NOT Eastman films. In fact, Eastman films are not vastly improved over what they were last year. There was no room for vast improvement.

By the way: Only those manufacturers who maintain the quality of their products can maintain the price of their products.

RUSH ORDERS.

Presumably the brisk business that most Kodak dealers now have is the reason many of their orders do not fully specify what grades or surfaces of developing papers are wanted; therefore, we have posted the following instructions in our Order Department:

"If any order for Velox fails to specify surface, we should make shipment of Velvet, contrast as provided below—

"If an order for Velox fails to specify contrast, we should supply Special if the size is cabinet or larger or a roll; Regular if the order calls for smaller sizes.

If the surface of Velox Post Cards is not mentioned, we should send Velvet.

If the contrast of Velox Post Cards is not mentioned, we should send Special."

TEACH, TEACH.

Whether an amateur is to be lukewarm or enthusiastic depends upon the results he is getting. In nine cases out of ten his results depend on his own knowledge of photography and upon the work done by those who do his developing and printing.

Faulty apparatus, faulty film and faulty papers are now so rarely met with, by those who use the Kodak system, that bad pictures are almost invariably the result of ignorance or carelessness—ignorance on the part of the one who made the exposures and ignorance

or carelessness on the part of the one who does the developing and printing.

Your future business and our future business depends upon keeping the amateur enthusiastic by giving him good results. It is our part to furnish good goods, and clearly written instructions regarding them. It is your part to first see to it that your clerks fully understand the goods and then that they take the trouble to impart instruction to the amateur, advising him in all cases to read the manual carefully, and it is your part, if you do developing and printing, to turn out the best possible results from every exposure.

Enthusiastic customers beat *Ladies' Home Journal* back covers in building up a business —and they don't cost as much.

IN THE FAST CLASS.

KODAK FILMS RATED BY AN EXPERT WITH THE FASTEST PLATES MADE.

In the various editions of the *Photo Beacon Exposure Tables*, Eastman Film has been placed in the second column, thus rating it at a lower speed than the Seed 27 plate.

This rating not being in accordance with our tests, we, to insure the proper rating in the new edition of the exposure tables being prepared, communicated with Mr. F. Dundas Todd, the publisher of the tables. He suggested, to definitely determine the matter, that a comparative test be made by Mr. R. Jas. Wallace, Photo Physicist at Yerkes Observatory, who possesses remarkably complete apparatus for testing the speed of photographic sensitive surfaces. We heard nothing further on the subject till we received the following from Mr. Todd.

"Mr. Wallace, of Yerkes Observatory, has just come into the office and handed me a very elaborate series of tables and a Hurter & Driffield curve concerning Seed Plate 27, emulsion No. 1029, and Eastman Film, emulsion No. 5205, both of which were bought here. The net result is that he finds the film to be the merest trifle slower than the plate, but the difference is so mighty little that they are the same. It is one on me and I accept the medicine."

Eastman Film is prepared to successfully take care of the harsh lightings and the multitude of unequal conditions constantly confronting the amateur, it is non-halation, ortho-chromatic to a high degree of sensitiveness, and possesses the speed of the fastest and highest grade portrait plate in the world. The twenty years of experience back of Eastman Film have not been spent in vain.

The Modern Way in Picture Making

KODAK

In every recreation the Kodak finds a place.

Kodaks and Brownie Cameras make picture taking a simple certainty.

"It's daylight all the way."

Kodaks, - - $5 00 to $105.00.
Brownie Cameras, $1.00 to $9.00

Richard Roe & Co.

Double Column cut, No. 178. Single Column, No. 179. Please order by number.

FOR TRADE CIRCULATION ONLY.

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN."

Vol. III, No. 4. TORONTO, CAN. AUGUST, 1906

PLATINUM PAPERS.

We copy the following from the Eastman Kodak Co. Trade Circular for August. The prices and discounts mentioned herein are consequently American prices and discounts.

We will be glad to fill your orders for this paper at the rates quoted for delivery from Rochester, N. Y., or Boston, Mass., the transportation and duty to be borne by the purchaser. All orders should be sent through us.

"PURCHASE OF THE JOS. DI NUNZIO PLATINUM PAPER BUSINESS. THE PLATINUM FIELD NOW FULLY COVERED. NO ADVANCE IN PRICES.

We now cover the Platinum Paper field. American Platinum for black and white work, you know. It stands at the head of the black and white platinum papers. We have now purchased the Jos. Di Nunzio "Angelo" Sepia Platinum business. We consider Angelo the best Sepia platinum paper made. If we had not so considered it we should not have purchased it. Although heretofore at a disadvantage because coated on American raw stock the Angelo paper has, by its beautiful tone and simplicity of development (cold), made a host of friends. *Hereafter it will have the additional aavantage of being coated on the best imported raw stock.*

American Platinum and Angelo Platinum absolutely cover the platinum field. They cover it not only in tone and color and in variety of surfaces and weights, but in them are found the quality that characterizes the Eastman products.

The many new uses that have been found for platinum, combined with the limited supply, have caused a most rapid advance in its price, an advance that has in turn caused some manufacturers of platinum papers to raise their prices to both dealer and consumer. Fortunately we are protected by a contract covering the balance of the year. We might take advantage of the situation, follow the example of our competitors with a like raise in price and make an extra profit during the remainder of the time this contract has to run. We have decided, however, to give our customers the benefit of our good fortune and leave prices where they are for the present.

The present argument is that

you should get after the Sepia Platinum trade with Angelo. It gives you the unusual advantage of being able to push it *both* on account of the price and on account of quality. And Angelo Platinum will also help you to get American Platinum trade. There are photographers who really prefer American Platinum but who are using another platinum for their black and white work simply because they get it from the same source from which they obtain their Sepia Platinum. *You can now get the best Sepia Platinum and the best black and white platinum from the same source—the E. K. branches.*

Discount to the trade on "Angelo" Platinum Papers and preparations 40%. No restrictions as to selling price. Orders may be sent to Eastman Kodak Co. branches at New York, Chicago or Sacramento or to Jos. Di Nunzio Division, Eastman Kodak Co., 35 Oliver St., Boston, Mass.

Price-List of Angelo Sepia Platinum Papers.

GRADES: SMOOTH, HEAVY SMOOTH, EXTRA HEAVY ROUGH

SIZE			
3½ x 3½	.	Per Doz.,	$ 0.30
3½ x 4½	.	"	.30
4 x 5	.	"	.50
3⅞ x 5½	Cabinet,	"	.55
3¼ x 6¼	.	"	.55
4¼ x 5½	.	"	.60
4¼ x 6½	.	"	.70
4 x 7½	.	"	.75
5 x 7	.	"	.80
5 x 8	.	"	.95
5½ x 7¾	Paris Panel	"	1.25
6 x 8	.	"	1.25
6½ x 8½	.	"	1.25
7 x 9	.	"	1.50
8 x 10	.	"	1.85
10 x 12	.	"	2.80
11 x 14	.	Per Doz.,	$ 3.75
14 x 17	.	"	6.00
16 x 20	.	"	7.00
20 x 26	.	"	10.00
20 x 26	.	Per Sheet	0.85
Full size Roll, 20 inches wide by 26 ft. long, equal to one dozen 20 x 26 sheets	.		10.00
"Angelo" Sepia Solution (½ gal. bottle)	. . .		8.00
"Angelo" Sepia Solution (6 oz. bottle)	. . .		1.00
"Angelo" Sepia Solution (3 oz. bottle)	. . .		.50
"Angelo" Sepia Solution (amateur size)	. . .		.35
"Angelo" Sepia Solution (1 pint bottle)	. . .		2.50
"Angelo" Sepia Salts (½ lb.)			.30
" " " (¼ lb.)			.15
" " " (amateur size	. . . . .		.10
"Angelo" Developer (1 lb.)			.45
" " " (½ lb.)			.25
" " " (amateur size)	. . . . .		.15

THIRTY-FIVE PER CENT. PLUS.

Just now there's a lot of new timber in the amateur field. There are thousands who are pressing the button for the first time. Their enthusiasm depends on their success, and their success depends upon you. Tell them what you have time to tell them; urge them to read their manuals carefully; sell them a copy of "The Modern Way in Picture Making," or, better still, get them to take up the Kodak Correspondence College work. There's a present 35 per cent. and a big future profit to you in the work of the K. C. C.

NEW GOODS.

SOME QUICK SELLERS IN THE WAY OF INEXPENSIVE ALBUMS AND CALENDARS.

By Sept. 15th we will have ready for delivery a specially catchy line of Vacation Souvenir albums and calendars.

The Vacation Album is made in five sizes to accommodate all Kodak prints up to five by seven, and consists of a handsomely embossed panel cover, enclosing a folder for four prints.

Made in black and golden brown.

The Gift Album will prove a ready seller all through the fall and especially for the Holiday season as it is just the thing for a dainty remembrance when filled with a few selected prints.

The Gift Album is made in white only, with a handsome cover of imitation watered silk enclosing four leaves of extra fine thin mount stock. The daintiness of this album is heightened by a protecting cover of white tissue. Made in four sizes up to five by seven. If Kodak Dry Mounting Tissue be used with the Gift or Vacation Albums, prints may be mounted on each side of leaf, and album will accommodate eight prints.

Calendar mounts are always acceptable for Holiday offerings and are purchased in immense quantities every season.

Our new holiday calendar is made in white only, embellished with a beautifully embossed spray of holly in colors, and a panel for title of print or recipient's name. "The Season's Greeting" is embossed in upper corner.

Made in seven sizes for all Kodak prints.

THE PRICE.

GIFT ALBUMS
FOR FOUR PICTURES.

No. 8,	For pictures $2\frac{1}{4} \times 3\frac{1}{4}$,	$ .35
" 9,	" " $3\frac{1}{4} \times 4\frac{1}{4}$,	.45
" 10,	" " $3\frac{1}{4} \times 5\frac{1}{2}$,	.45
" 11,	" " $4\frac{1}{4} \times 6\frac{1}{2}$, and 5×7,	.50

AMATEUR CALENDARS.

		PER 100
No. 1,	For pictures, $2\frac{1}{4} \times 3\frac{1}{4}$,	$3.25
" 2,	" " $2\frac{1}{2} \times 4\frac{1}{4}$,	4.20
" 3,	" " $3\frac{1}{2} \times 3\frac{1}{2}$,	4.30
" 4,	" " $3\frac{1}{4} \times 4\frac{1}{4}$,	4.40
" 5,	" " 4×5,	4.75
" 6,	" " $3\frac{1}{4} \times 5\frac{1}{2}$,	4.75
" 7,	" " 5×7,	5.60

VACATION ALBUMS.
FOR FOUR PICTURES.

A & B Photo Black & Golden Brown, for pictures $2\frac{1}{4} \times 3\frac{1}{4}$, each	$ .07
C & D Photo Black & Golden Brown, for pictures $3\frac{1}{4} \times 4\frac{1}{4}$, each,	.08
E & F Photo Black & Golden Brown, for pictures 4×5, each,	.10
G & H Photo Black & Golden Brown, for pictures $3\frac{1}{4} \times 5\frac{1}{2}$, each,	.10
I & J Photo Black & Golden Brown, for pictures $4\frac{1}{4} \times 6\frac{1}{2}$ or 5×7, each,	15

Specify color in order.

Discount to the Trade, Gift Albums and Calendars, 25%. Vacation Albums, $33\frac{1}{3}$%.

No orders for the Calendars will be accepted after Oct. 15th, nor for the Gift Album after Nov. 1st.

The Vacation Albums we expect to be able to furnish at any time after Sept. 15th.

To be sure of a stock for the holidays, order early.

Let the Educational Department Increase Your Developing Profits.

NO MONOPOLY.

COMPETITION IN EVERY BRANCH OF THE PHOTOGRAPHIC BUSINESS.

By Stereoscope in the Aristo Eagle.

A quarter of a mile back of the house that I lived in when a boy was a small patch of woods. In these woods lived a large, black bear, born in the mind of my grandmother and reared in my childish imagination. Whenever I was disobedient—which I was pretty often—there was danger, according to my grandmother, of this bear sallying forth and carrying me off to a ten-acre wilderness. One day when I had arrived at the manly age of seven, I made up my mind that the bear, like Santa Claus, was a myth, and, armed with a putty gun, sallied forth into the forest. I had not gone far beneath the dense foliage before I saw coming toward me a four-footed black beast. Suddenly my faith in my grandmother reasserted itself and I was making a marvelously rapid bare-footed escape toward the house, when the summer breeze brought to me a gentle b-a-a-h, b-a-a-h, and I realized that Mary Jennings' pet lamb was, like myself, braving the wilderness and was probably as much frightened as I.

Except in the imagination of certain manufacturers of photographic goods is there any photographic trust anyway? It is true that there is one concern larger, much larger than any of the others, but this concern, by no means, has a monopoly, and without monopoly no corporation or individual, be it called a trust or otherwise, can work any harm to the public.

The Eastman concern which, in some imaginative minds, is known as the "Trust," manufactures photographic staples of every kind. It manufactures plates and in the plate field has competition. It manufactures photographic papers — gelatin and collodion, printing-out, developing-out, Bromide, Platinum and Blue Print, and in every variety has competition. It manufactures cameras—plate cameras and film cameras, hand cameras and professional outfits, and in each style has competition. It manufactures films for the amateur as well as a full line of staples for the professional, and in each case has competition. Every line of goods that it makes is paralleled by some other manufacturer in kind if not in quality, but of monopoly it has none. If to-day it should buy out its most serious competitor and raise the prices of this competitors' products, a dozen competitors in a similar line would be likely to take advantage of the opportunity and begin business to-morrow.

The Eastman concern has been doing business for over a quarter of a century. For half that time it has been recognized as the leading photographic concern of the world, and during this time the trend of prices for photographic goods has been steadily downward, while during the last eight years the price of photographs has certainly been somewhat advanced.

No company, no matter how large its business, can maintain that business except by meeting competition. There are, it is granted, two forms of competition: Competition in quality and competition in price. It is certain that the Eastman quality improves year by year, for it is one of the tenets of the Eastman Company that only those manufacturers who maintain the quality of their products, can maintain the price of their products. The difference of a few cents in the cost of a gross of paper makes little difference in the photographers profits; the uncertainty as to the quality of the

paper that he is using, makes a tremendous difference in the photographer's profits. Where one manufacturer ships all the paper that he can force to pass muster and cuts the price to a low figure, another manufacturer with whom he is in competition may inspect his product with the utmost rigidity, insisting upon perfection in the minutest detail, and on the finished and perfect product maintain a higher price. One paper is cheaper per gross, the other paper is cheaper per year.

But it is not only in quality that the Eastman concern meets competition. Every photographer of experience knows that in no case has it advanced the price of its photographic staples, while in many cases the prices of these staples has been lowered, and such must continue to be the case. Take the matter home: look at your own business. Where you are using an Eastman product, you are either using that product because it is better than the competing products, or because you are buying it for less money. The word "trust" is nothing but an imaginative bear in the woods. In monopoly there is danger. But in the photographic field there is no monopoly and my stereoscope fails to show how, by any possibility, there can be a monopoly. It shows every article of photographic manufacture on the market in the exact position which its quality and its price warrant. Such must continue to be the case, for the moment that any concern, no matter how large it may be, attempts to go beyond reasonable limits, its trade will be taken away by some bright and energetic manufacturer who will grasp his opportunity.

THE 4A MARKET.

If there is a dealer who has not yet ordered a 4A Folding Kodak, we want him to know that he is making a mistake. There are many dealers who order and re-order and re-order. They are finding these new Kodaks to be quick sellers—not like No. 2 Brownies, of course—but far ahead of any camera that sells for more than twenty dollars.

It's not a cheap class of people that buys Kodaks anyway. It's an intelligent, wide-awake, "ready-money" class. Being uncertain, when starting, whether or not photography is going to be attractive, the first camera may be a Bulls-Eye or a Brownie. But that's only the beginning. There are hundreds of thousands of people who have grown to the Folding Pocket Kodak Class. *Every one of these people is a possible customer for a 4A Folding.*

That's where the bulk of the 4A trade is coming from. It's a 40-horse power touring car for the man who has outgrown his runabout.

The dealer who has not yet ordered is making a mistake.

500 POST CARDS.

The trade is notified that we are now prepared to furnish Velox and Azo Post Cards put up in packages of 500 at the following prices:

Velox, $5.25 per package, Azo, $4.25 per package.

Better work in your Developing and Printing Department means better profits—The Educational Department is at your service.

NEW SPECIAL EQUIPMENTS.

Our last Terms of Sale was issued before the 1906 catalogue was ready and as we have shown in the catalogue the various Kodaks with Zeiss Tessar Lens and Volute Shutter as an extra equipment, we therefore give below a table showing the cost of this extra equipment which has not before been listed.

Net Price to the Trade Exclusive of Camera.

No. 3—Folding Pocket Kodak, Zeiss Tessar No. 4, Series II B Lens, f. 6. 3 and Volute Shutter - - - $36.80
No. 3A—Folding Pocket Kodak Zeiss, TessarNo. 5 K, Series II B Lens, f. 6. 3 and Volute Shutter - - - - - - 46.40
No. 3—Cartridge Kodak, Zeiss Tessar, No. 5, Series II B Lens, f. 6. 3 and Volute Shutter - - - - - - 41.60
No. 4—Cartridge Kodak, Zeiss Tessar No. 5, Series II B Lens, f. 6. 3 and Volute Shutter - - - - - - 41.20
No. 4—Cartridge Kodak, Zeiss Tessar, No. 5K, Series II B Lens, f. 6. 3 and Volute Shutter - - - - - - 46.00
No. 4—Screen Focus Kodak, Zeiss Tessar, No. 5, Series II B Lens, f. 6. 3 and Volute Shutter - - - - - - 41.20
No. 4—Screen Focus Kodak, Zeiss Tessar, No. 5K, Series II B Lens, f. 6. 3 and Volute Shutter - - - - - - 46.00
No. 5—Cartridge Kodak, Zeiss Tessar, No. 6, Series II B Lens, f. 6. 3 and Volute Shutter - - - - - - 56.00
No. 4A—Folding Pocket Kodak, Zeiss Tessar, No. 6, Series IIB Lens, f. 6. 3 and Volute Shutter - - - - - - 52.00

To obtain the cost of outfit complete add the net extra charge for special equipment as given above to the net wholesale price of the camera as regularly listed.

Minimum Net Retail Selling Price of Camera Complete as Listed.

No. 3—Folding Pocket Kodak, Zeiss Tessar, No. 4, Series II B Lens, f. 6. 3 and Volute Shutter - - - - - - $67.50
No. 3A—Folding Pocket Kodak, Zeiss Tessar, No. 5 K, Series II B Lens, f. 6. 3 and Volute Shutter - - - - - - 84.00
No. 3—Cartridge Kodak, Zeiss Tessar, No. 5, Series II B Lens, f. 6. 3 and Volute Shutter - - - - - - 76.00
No. 4—Cartridge Kodak, Zeiss Tessar, No. 5, Series II B Lens, f. 6. 3 and Volute Shutter - - - - - - 82.50
No. 4—Cartridge Kodak, Zeiss Tessar, No. 5K, Series II B Lens, f. 6. 3 and Volute Shutter - - - - - - 89.00
No. 4—Screen Focus Kodak, Zeiss Tessar, No. 5, Series II B Lens, f. 6. 3 and Volute Shutter - - - - - - 87.50
No. 4—Screen Focus Kodak, Zeiss Tessar, No. 5K, Series II B Lens, f. 6. 3 and Volute Shutter - - - - - - 94.00
No. 5—Cartridge Kodak, Zeiss Tessar, No. 6, Series II B Lens, f. 6. 3 and Volute Shutter - - - - - - 112.00
No. 4A—Folding Pocket Kodak, Zeiss Tessar, No. 6, Series II B Lens, f. 6. 3 and Volute Shutter - - - - - - 107.50

STOLEN.

The Topley Studio, Ottawa, Ont., report that one of their customers has had a No. 1 Folding Pocket Kodak No. 141592 stolen from him recently. Dealers are requested to keep an eye out for any such instrument that may be offered them for sale or exchange, and will confer a favor by reporting same to the Topley Studio or ourselves.

LITTLE HELPS.

The logical moment for pushing the Kodak Tank Developer is at hand. In addition to window displays and newspaper advertising a neat little circular judiciously used, will help this important end of your business. We have it and will furnish it with your imprint. Ask us for Kodak Tank Developer Circulars, specifying the exact quantity you can use.

Another little help for amateurs that should not be overlooked is our booklet "Film Development Up-To-Date." It's distribution will help your customers and save your answering a lot of bothersome questions.

TELL THEM.

We believe the sample advertisement on the last page will be of peculiar advantage to you at this season of the year. Many amateurs are returning from their summer outings, many have yet to go. Most of the returned ones have exposed film to develop, those going away, will take film to be developed, tell *all* of them how easy it is to secure good results with the tank—demonstrate to them that the experience *is in* the tank.

Selling Kodak Tank Developers is helping your business by helping your customers get better results. Double column electro No. 299 will be sent you on request.

Free Personal Instruction

in developing and Printing for Kodak dealers and their employees.
All necessary material and apparatus supplied by us absolutely without expense to the student.
We instruct in all the new time and money saving and quality improving wrinkles.
Our new method of drying Velox prints so that they will not curl will alone make the course worth while.
It costs you nothing but railroad fare and board.
Full particulars upon application.

The Experience is in the Tank

Any novice can make good negatives with the

KODAK TANK Developer

It's Daylight all the Way
Made for all sizes of Kodak Film

Richard Roe & Co.

FOR TRADE CIRCULATION ONLY.

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN."

Vol. III, No. 5. TORONTO, CAN. SEPTEMBER, 1906

THE WORK BEGUN.

INTEREST MANIFESTED BY THE TRADE IN OUR NEW PLAN FOR RAISING THE QUALITY OF DEVELOPING AND PRINTING.

The Educational Department of the Eastman Kodak Co. has begun work. In spite of the fact that this is the busy season in the developing and printing business, fourteen students have already taken or are taking the course. Others are preparing to come.

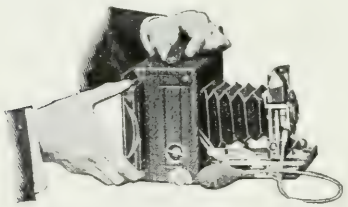
We are gratified at the interest which the trade is taking in this new department because we believe that the future growth of the photographic business depends absolutely on the quality of the picture that doing developing and printing for the trade is not the least important of the steps taken in this direction.

But the educational department does more than to merely show how to do good work—it teaches the pupils how to do good work economically. An important feature is the bromide enlarging. Many amateurs order enlargements from their pet negatives when their attention is called to the results that can be obtained. Instructions in bromide enlarging as well as in developing and printing are given when desired. In short, it's the province of the Educational Department to give instruction in every branch of photography that pertains to finishing for the amateur.

There is no charge for the instruction, no charge for the materials used. Railroad fare and board is the only expense to the student.

Those who have already finished, or are at this date taking the course are: J. B. Kenyon, Bedford, O.; W. H. C. Dudley, Jr., Americus, Ga.; E. G. Worthley, Amesbury, Mass.; W. V. Griffin, Stoning-

ton, Conn.; Eugene L. Taylor, with Albert Sellner Co., Quincy, Ill.; Miss W. A. Johnson, with J. Shields Dunbar, Natchez, Miss.; Chas. H. Howard, with L. S. David, Northampton, Mass.; T. W. Creushaw, with F. W. Bromberg, Birmingham, Ala.; Harry M. Meyer, the Meyer Store, Pittsfield, Mass.; H. E. Schweiger, with E. Schweiger, Brooklyn, N. Y.; Walter H. Sprague, with Egbert & Fisher, St. Louis, Mo.; Henry G. Miller, with Harvey & Lewis Co., Springfield, Mass.; Jno. A. Sevin, with Crothers & Birdsong, San Antonio, Tex.; C. J. Overman, with Roach & Barnes Co , San Antonio, Tex.

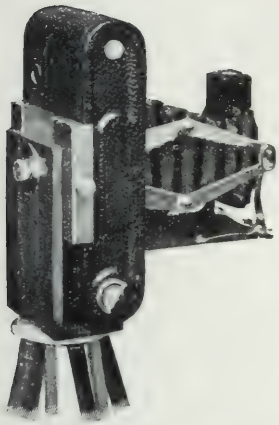


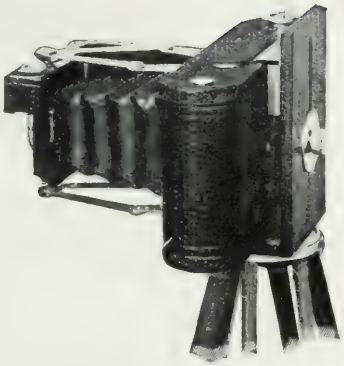
FILMS FOR YOUR PLATE CAMERA TRADE.

Some dealers have overlooked the profits that lie in the sale of Premo Film Packs. Every customer who comes into your store for dry plates or other plate camera supplies, can be interested in the Premo Film Pack system, which will permit him to convert his plate camera into a film camera, with the advantage of daylight loading, ground glass focusing and general film pack convenience. The mere statement of the proposition is an attractive one to a plate camera owner; and furthermore, your profits do not end with the sale of the adapter. Each customer who purchases one will want a constant supply of Film Packs. Thus, by selling a number of adapters, you can build up an increasingly large demand for the Film Packs—the extent of which is limited only by the number of plate camera users that come into or you can induce to come into your store.

Get a few samples of the adapters, instruct your clerks to let no plate camera customer get out of the store without listening to the merits of this system, and we venture the prediction that in nine cases out of ten a sale will result.

The Rochester Optical Co. have just put out an edition of attractive booklets on the Film Pack, called the "Film Pack for Simplicity." They will be glad to send you copies of these for distribution or to furnish further information. Dummy Packs for demonstration may also be had, as well as street car signs.





THE FOLDING POCKET KODAK TRIPOD ADAPTER NO. 1.

This is a simple and effective device for holding either the No. 1 or No. 1A Folding Pocket Kodaks on a tripod in either the horizontal or vertical position. As shown in the illustrations the Kodak may be reversed without removing from the adapter.

For time exposures the tripod is a great convenience and the Adapter should find a ready sale among the many possessors of the popular little 1 and 1A. F. P. K's.

Price 75 cents. Discount to the Trade, 33⅓%.

OF VALUE TO HIM.

Brooklyn, N.Y., Aug 15, 1906.

EASTMAN KODAK CO.

EDUCATIONAL DEPARTMENT.

Dear Sir:

The course in general photography given by your Educational Department is one that ought to interest all Kodak dealers throughout the United States. I, myself, have certainly acquired much knowledge through it, and in consequence of same am able to give my customers work which is satisfactory.

Very thankfully yours,

(Signed) H. E. SCHWEIGER.

PHOTOGRAPHER, DEALER, MANUFACTURER.

THEIR RELATION TO EACH OTHER.

A LOOK AT ALL SIDES.

BY STEREOSCOPE IN ARISTO EAGLE.

I think that a lot of us are looking at things with one eye. We don't get stereoscopic perspective. Our view point is one-sided, and presently we get one-sided. That's bad for us. For the last, well I don't want to say how many years, I've had an opportunity of looking at the house of photography from most every side and I don't think it's very badly out of plumb. Perhaps I can't express myself very well, but I have had some opportunities for seeing with both eyes, and I just want to put my feet on the table and talk. You have the best of me, for if I get dull you can throw me in the waste basket.

I was warming my toes at the stove in a stock house one morning last winter. 'Twas just a little before Christmas and times were pretty busy. The boss had a string between his teeth trying to tie a tripod and a gross of 8 x 10 paper into the same package, the assistant clerk was wrestling with a few cases of plates, the stenographer was selling a package of Blue Print paper to a boy with a Brownie and the office boy was busily engaged with broom and sprinkling pot.

B-r-r-r-r. The head clerk answered the telephone. "Hello, that you, Jim? Yes. Go ahead. Cabinet size did you say? Yes. And one dozen Seed Ortho, 8 x 10. How much Pyro? All right, we'll get it right over."

While he was talking a boy came in. "The boss wants five pounds of Hypo. I'll take it along, and he says for you to send over a keg this afternoon, sure."

Again, b-r-r-r. "How are you, Mr. Smith? Yes, sir. What kind of mounts? Oh, yes. Yes, we will get them off on the afternoon train. All right, sir. And say, I'm going to put in a couple of samples of a new line that just came in from the Canadian Card Co. They're beauts. Yes. I'll mark the price on the backs. Good bye."

And so it went. There were some good fat orders for Aristo and plates—there were innumerable little rush orders, one or two I admit that couldn't be filled on the minute (Mr. Stock Dealer wants to put a jack under that corner of his house), but I was impressed with the multitude of little things that were stored on those shelves. Everything from tripod screws and paste brushes to chloride of gold and Bromide paper in rolls went out of that store.

As I sat, I tired of it all and presently began to thumb the pages of a photographic magazine and there saw the advertisements of manufacturers who are bidding for direct trade with the photographers. In view of what was going on about me, I began to wonder what the effect would be if it

became the general custom of photographers to send their big orders direct to the manufacturers. The result of my ruminations was a rather unpleasant prospect for the professional photographer My mental stereoscope showed the future somewhat out of whack. Having sent their big orders direct to the manufacturer, the photographers found themselves minus the convenience of the neighboring stock house. The stock house man had gradually worked into other lines of business. Every photographer had a large amount of capital tied up in stock. He was obliged to provide far ahead for plates and paper—sometimes he was out of one kind, and, on account of overstock, another kind had deteriorated on his hands. He was always bothered about his mount stock. The druggist didn't have just the chemicals wanted—the drug store sodas were not right and metol and other developers they didn't have at all. Freight and express and postage were making things cost more than they had cost before. Wasted time was a loss, and disappointed customers made a bigger loss. Every photographer was practically running an expensive young photo supply house of his own that had only one customer—the owner.

I changed the focus on my stereoscope. Then could I see that in spite of a little aberration here and there, the photographers would remain in the foreground. The stock houses would remain in the middle distance, serving to hold together, for the benefit of all, the manufacturers in the background and the photographers in the foreground, receiving for their services a reasonable profit. As I worked the slide back and forth, I could see, too, that matters adjusted themselves—too much profit, everything blurred, confusion reigned—too little profit, same effect. At just the right point, focus and perspective were delightful. That point was good goods, reliable goods and a convenient source of supply for the photographers in the foreground, a fair, clean profit for the dealer in the middle distance, and a profit which enabled the manufacturer in the background to send good goods to the foreground—enabling him to throw his energies into maintaining the highest standard of quality in his products.

The lenses may get soiled now and then and blur certain small portions of the picture, but there's a balance and perspective that must be maintained. The dealer in the middle distance is essential to the harmony of the whole composition.

Tank Developer Time.

THE SECOND HARVEST.

It is a pretty poor photographic field that won't stand two crops in a summer.

You may have to irrigate and hoe a little harder for the second one, but it's there.

Every Kodaker that purchased a Kodak or Film for vacation time is now ripe for Tank Developers, Velox Paper, Mounting Tissue and a dozen odd other things that hold a good profit for you.

The last page contains a suggestion for a good "top dressing."

Electros of the Velox design are yours on request. Double Column, 5 inch deep, No. 191; 7 inch deep, No. 192. Single Column, 3 inches deep, No. 193; 4 inches, No. 194; 6 inches, No. 195.

Please order by number.

BELLOWS COVERS.

A year ago we announced that dealers would be furnished upon application with bellows covers for the No. 3 and 3A F. P. Kodaks and for the Screen Focus Kodaks. We now have these covers for the No. 1 and 1A Folding Pocket Kodaks as well. They are close to the color of the leather bellows and they give the name and the price of the camera in white letters. They protect the bellows from the sun when used in a window display and at the same time add to the force and attractiveness of the display. Any reasonable quantity free on request.

DEKKO PAPER.

Since we commenced handling Velox Paper, the demand for it has steadily increased and it has supplanted Dekko to such an extent that we do not feel warranted in continuing the manufacture of Dekko, so have discontinued it, and our stock being exhausted, we will be unable to fill orders for it hereafter. This should not entail any inconvenience to anyone, as there are so many more varieties of Velox than there were of Dekko, that those who have been using Dekko Paper will readily find that one of the various kinds of Velox will take its place, and we think it will be a convenience to the stock dealers not to have so many kinds of papers to handle.

On orders we receive hereafter for Dekko Paper we will fill them as follows:

Plain Matte Dekko will be filled with Special Portrait Velox; Carbon Matte Dekko will be filled with Special Carbon Velox; Rough Matte Dekko will be filled with Special Rough Velox.

Push the Portrait Attachments to help your Fall Trade.

KODAK DRY MOUNTING TISSUE.

Since we placed this article on the market six months ago it has met with a constantly increasing demand and we have had a number of inquiries for it in gross packages, so have concluded to furnish it in this style of package also, and give you below the price list on the various sizes in both dozen and gross packages.

Size.	Pkg.	Price Per Pkg.	Price Per Gross
3 1/2 x 3 1/2	3 Doz.	$ .10	$ .35
3 1/4 x 4 1/4	3 "	.10	.35
3 1/4 x 5 1/2	2 "	.10	.55
3 7/8 x 5 1/2	(Cabt.) 2 "	.10	.55
4 x 5	2 "	.10	.55
5 x 7	1 "	.10	1.10
5 x 8	1 "	.10	1.10
3 1/2 x 12	1 "	.10	1.10
5 1/2 x 7 3/4	1 "	.10	1.10
6 x 8	1 "	.15	1.60
6 1/2 x 8 1/2	1 "	.15	1.60
7 x 9	1 "	.15	1.60
7 1/2 x 9 1/2	1 "	.20	2.15
8 x 10	1 "	.20	2.15
10 x 12	1 "	.30	3.25
11 x 14	1 "	.40	4.30
12 x 15	1 "	.45	4.95
14 x 17	1 "	.60	6.50
16 x 20	1 "	.80	8.65
17 x 20	1 "	.85	9 00
18 x 22	1 "	1.00	10.80
5 Yard Rolls, 20 in. wide		.75	

SOLIO POSTAL CARDS.

We are having an increased inquiry for Solio Postal Cards, and have been experimenting in the manufacture of them for the past year. We have now the raw stock coming forward from Germany and as soon as it arrives, which we expect will be within three weeks, we will be prepared to furnish Solio Postal Cards, and solicit your orders for same, to be filled as soon as we are in position to do so.

Price of cards will be

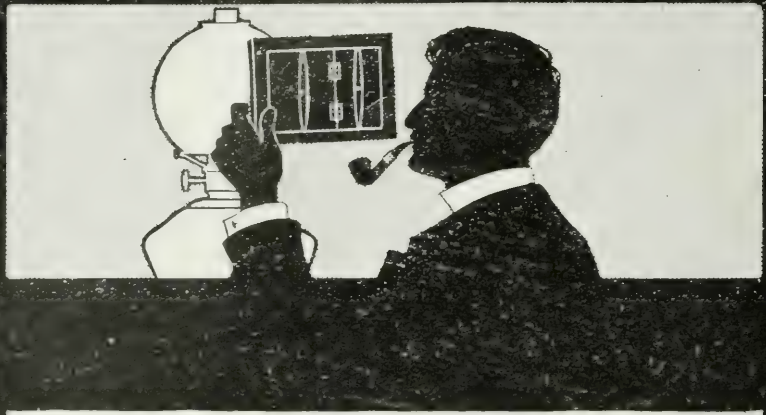
Per Dozen . $0.15
" Gross . 1.50

Subject to the same terms and discounts as the regular Solio Printing-out Paper.

NOT EASTMAN.

Unfortunately amateur photographers are often careless in purchasing supplies. Sometimes they get other film when they think they are getting N. C. and disappointment is liable to follow. When you get hold of such inferior substitutes in your developing department you should notify the owner. The easiest way is to stamp the envelope when returning it: "*This is Not Eastman Non-Curling Film.*" We have stamps for the purpose that will be supplied on request.

Kodakers are just now figuring out the best way of preserving their negatives. Tell them about Eastman's Film Negative Albums.



Print Your Vacation Pictures on

VELOX

Beautiful Black and White or Sepia Tones.

Let us show you the new way to mount prints—absolutely flat even on thin mounts.

KODAK DRY MOUNTING TISSUE DOES IT.

New Goods in from the Kodak City.

RICHARD ROE & CO.

FOR TRADE CIRCULATION ONLY.

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN."

Vol. III, No. 6. TORONTO, CAN. OCTOBER, 1906

PROFIT

AND PLEASURE IN THE RESULTS FROM A COURSE IN THE EDUCATIONAL DEPARTMENT.

For those of long experience as well as for those who are only partially proficient in developing and printing for the amateur trade there is full value in the work of the Educational Department.

It means economy in turning out work, it means better results and satisfied customers. This department is at your service absolutely without charge. We even furnish the material consumed.

Here are a few opinions from those who have taken the course :

LESS WORRY—LESS WASTE.

Fifteen years' experience finishing for amateurs had given me the idea that I was pretty well advanced in this class of work.

The benefit derived from one week spent in your Educational Department is *inestimable*. I have adapted your ideas and methods to my work with such success that I am able to do twice the amount of work in half the time, less worry, less waste and the results are superior to anything I have ever delivered to the amateur trade.

While I employed practically the same methods and the same materials you do, I did not obtain the results which I now obtain.

It is work no longer but a great pleasure to finish for amateurs.

Wishing your Educational Department much success and hoping others will do as I have done and profit thereby, I am

Yours truly,

GUS. A. CONRADI.

Bethlehem, Pa.

A BROADER KNOWLEDGE.

There are a great many things worth knowing in the photographic business that may only be had from your instruction department. It enables one to get a broader and more thorough knowledge of Kodakery, such as the making of perfect Velox prints, lantern slides, enlargements and the like. This has proven very

valuable to me, although I had a fair knowledge of photography before I visited your school. The various practical methods used in your finishing department should be of great value to any one doing much Kodak work for amateurs.

HENRY GEORGE MILLER,
with Harvey & Lewis Co.,
Springfield, Mass.

PROFITABLE.

I can see a great improvement in my work since my attendance and think the Educational Department a great success. The two weeks I was with you were the most enjoyable and profitable of any that I have experienced since I have been interested in photography.

CHAS. H. HOWARD,
with Lucius S. Davis.
Northampton, Mass.

HAVE OUTDONE OURSELVES.

Any person, no matter how far advanced, will do well to take the course. You have outdone yourselves and I wish you the best of results.

Yours very truly,
WALTER H. SPRAGUE,
with Egbert & Fisher.
St. Louis, Mo.

A GREAT BENEFIT.

I am getting along fine with my work, and the course taken was certainly a great benefit to me and I would not have missed it for anything. I want to thank you very much for your offer of assistance at any time I may need it.

W. P. GRIFFIN,
with Glines & Griffin.
New London, Conn.

Suggest to your customers that they send

Postal Prints

to their vacation friends.

VELOX,
BLUE PRINT,
SEPIA and
ARISTO
GOLD

offer a wide variety—and make new business.

DOUBLE WEIGHT DEVELOPING PAPER.

Each month the demand for developing papers in double weight increases so it now is feasible for every dealer to carry Double Weight Velox and Double Weight Azo in stock in the best selling grades of the *most popular sizes.* The order of out-put is as follows:

Double Weight Velvet Velox	Special and Regular.
" Special Portrait Velox.	
" Special Rough Velox.	
" Regular Carbon Velox	
" Grade A Azo (Smooth Matt).	Hard and Soft.
" Grade C Azo (Glossy).	Hard and Soft.

The above is a complete list of the double weight developing papers manufactured by us.

A REMINDER.

ONE GRADE ONLY IN BROMIDE PAPERS. NO "HARD" AND "SOFT."

In the February Trade Circular we made announcement to the effect that our experience with Velvet Bromide Paper which was put out in one grade only, "Soft," had convinced us that it was no longer necessary to furnish Bromide Paper in two grades, "Hard" and "Soft" as heretofore, and that from that date all of our bromide papers would be furnished in one grade only, and that thereafter all packages would contain what had previously been labeled "Soft."

Our experience since that date has proven our idea to have been correct. The one grade, with its wide latitude is answering perfectly for all negatives, a distinct advantage to the dealer by the way, as it practically cuts in two the stock he must carry.

Notwithstanding our very plain announcement and the fact that the one grade plan has been highly successful we still receive from some dealers orders which specify "Hard" and "Soft." To avoid misunderstandings and delay in filling orders we ask the trade to bear in mind that Bromide Papers are furnished in one grade only.

DRY PLATES.

Since commencing the manufacture of the Royal Dry Plate last spring, we have discontinued the importation and sale of the Eastman Dry Plate as the Royal takes its place in every way as far as speed and quality is concerned, and being "Made in Canada," we are enabled to sell it to the dealer and they in turn to their customers at a less price than Eastman Plates could be sold. The Royal Plate, in the short time it has been on the market, has given universal satisfaction and pleased all who have tried it. We still have an occasional mail order for Eastman Plates. In such cases we shall take the liberty of substituting the Royal, on the supposition that our friends who are ordering Eastman, have overlooked the fact that we have discontinued handling them.

WHEN IT STICKS.

Now and then it happens that the little gummed sticker which is at the inner end of the black paper in Kodak Cartridges sticks to paper and spool and prevents the former from releasing itself and traveling freely over to the receiving spool. Sometimes, in such cases, the operator puts so much pressure on the key that something must break. This is unnecessary, as there is already enough paper around the film to protect it if the camera is opened in subdued light. Tell your customers that it is only necessary to exercise a little extra care in avoiding a bright light to open the Kodak and cut or break the paper where it is attached to the empty spool. The remedy is simple.

SPECIFY MODEL.

In ordering parts for Kodaks, Brownies, Developing Machines, Tanks, etc., *the model should always be specified.*

STOLEN.

E. A. Rae, Stratford, Ont., reports that he has had a No. 1A Folding Pocket Kodak, serial No. 75580, stolen from him recently. Dealers are requested to keep an eye out for any such instrument that may be offered for sale or exchange, and will confer a favor by reporting same to E. A. Rae or ourselves.

KODAK
Dry
Mounting
Tissue

The Cleanest,
Simplest,
most
Convenient
Mountant.

No Curling
even on
Thin Mounts.

Your
Amateurs will
appreciate it.

ANGELO SEPIA PLATINUM.

The Eastman Kodak Co. advise us that for the present Angelo Platinum paper is to be furnished in two grades only: "Smooth" and "Rough." We also beg to call attention to the withdrawal from the market of Angelo Developer, which was inadvertently listed in the August Trade Circular. This Developer was for the black and white platinum, formerly manufactured by the Jos. Di Nunzio Company. With the withdrawal by that concern of the black and white platinum the developer for same should of course have also been withdrawn.

The Angelo Sepia Solution for use with Angelo Sepia Platinum, is supplied as follows:

Angelo Sepia Solution (½ gal. bottle),	$8.00
Angelo Sepia Solution (6 oz. bottle),	1.00
Angelo Sepia Solution (3 oz. bottle),	.50
Angelo Sepia Solution (2 oz. amateur size),	.35
Angelo Sepia Solution (1 pint bottle),	2.50
Angelo Sepia Salts (½ lb.),	.30
" " " (¼ lb.),	.15
" " " (amateur size),	.10

Sepia Solution is packed in cases containing 8 ½-gal., 36 pint, 48 6-oz., 96 3-oz., or 99 of the amateur size bottles.

Sepia Salts are packed in cases containing 72 ½-lb., 144 ¼-lb. or 144 amateur size packages.

Above list prices are delivered to transportation company at Rochester, N. Y., freight and duty at expense of purchaser.

Dealers are expected to sell the Angelo Paper and Solutions at not more than 25% discount.

FLASH

Time is coming,

and it's worth your time to push the Flash-Light business. Every flash made means films or plates and papers used—to say nothing of the flash.

Eastman's FLASH SHEETS,

safest, most convenient.

RESTRAINER NEEDED.

OVER EXPOSURE TO YELLOW JOURNAL RAYS AS A CAUSE OF COMMERCIAL FOG. A FEW DROPS OF TRUTH TO CLEAR THE SHADOWS.

BY STEREOSCOPE IN ARISTO EAGLE.

Let's be sane. In other words, let's get things into focus. Let's use our mental stereoscope and get relief —photographic and otherwise. Let's try to see things in their proper relation to each other. Let us not permit fellows who have done nothing all their lives but report police court items, settle our national, financial and social questions in the yellow journals. As Fra Elbertus says: "The yellows do not want the truth; they want circulation." Do you know that sometimes when I am reading about the rottenness of a big corporation and what a deceiver its president is, it occurs to me that perhaps, that is, possibly, the reporter has a more unreliable imagination than the millionaire who denies the interview. Of course it's hard for me to tell because I can't get 'em just right in my stereoscope of experience. I've been a reporter—but I've never been a millionaire. I hope never to be a reporter again, and I hope that some day I may be —that is, of course for the sake of my stereoscope and being able to see all sides of a question, I would appreciate an all-around experience.

I can't give you just the words, but Dooley, in an argument with Henessey about yellow journalism, says something pertinent. The dialogue runs like this:

Henessey—"Sure an the wurld is goin' to the divil."

Dooley "Drap that magazine there—Now do you feel better?"

America is having a spasm just now, known to the medical profession as Monopolidae Trustibus. Some bad things have been shown up about some big corporations (some of these things probably wouldn't look so bad if we could see both sides). But anyhow, people are in a frame of mind. Every time some of them look at a big corporation, they say impolite things. There's one fellow named Mr. Anonymous, he has several other aliases, who is particularly fond of saying things that won't wash. He recently broke out with a circular at a Missouri convention. (I don't know who paid for the printing.) Most of the things he said are not worth noticing. There are some statements that would make litmus paper turn color in less than formula time.

Before taking up any of his statements I want to agree with all of you on the meaning of two words: "Trust" and "Monopoly." A trust in its broad business sense means a combination of different concerns having a working agreement for the purpose of controlling prices. So far as I know there is no such combination in the photographic business, but inasmuch as the Eastman Kodak Company owns several other concerns which, for convenience in doing business maintain their separate corporate existence, we will presume that he refers to the Eastman people when he says "Trust."

A Monopolist is a man who absolutely controls a certain line of business. He is dangerous. Fortunately, he does not exist in the photographic world. Please distinguish between the two terms.

Now to just a very few of the pertinent paragraphs in that Missouri circular. I print them in italics.

"*The trust raises the prices of everything it controls.*"

Please, Mr. Editor, will you tell me whether the price has been raised on any of the Aristo products since the time you were gobbled by that awful trust.

"*The trust puts down the price only when forced to by some other concern.*"

That may be true, and as the trend of prices on photographic goods is downward, it is a pretty good indication that my stereoscope is right. There is *no* monopoly and the photographer has nothing to fear.

"*Photographers would not have to ask for credit from stock houses if we did not have to pay the prices dictated by the trust.*"

It seems to me that I know of one photographer who owed money at the stock house before the formation of the trust. Perhaps there were a few others.

"*There are plenty of non trust goods.*"

That's what I said.

"*Let the photographers learn if the trust is not already transgressing the laws of this country.*"

Now my stereoscope can get in its fine work. Have a look. In 1903 Messrs. Hastings & Miller of New York, dropped the Kodak line of goods and took up a competing line. Through their representations the district attorney of New York City and county brought an action against the Eastman Kodak Co., under the Donnelly anti-trust act. Strangely enough the attorney of the Anthony & Scovill Co. was assistant to the district attorney. Trial was had in the court of Special Sessions and Judge Wyatt's decision was absolutely in favor of the defendants, whom he found had done nothing "in any way in restraint of trade, or as at all begetting a monoply."

Having failed in New York City the matter was carried to the state authorities, where Attorney-General Cunneen in the first place and his successor, Attorney-General Mayer, both refused to prosecute on the grounds that there was no restraint of trade and that the Kodak Company was fully within its rights, the opinion which they expressed being that the large volume of the Kodak Company's business is due "to the excellent reputation of the goods."

"*Let photographers tell the stock houses to cut loose from the trust, or let us quit buying from them.*"

Go slow, go slow. The focus is getting very much on the fuzzy. Let's be sure that the "trust" has gone beyond legal and moral limits and that there is no legal or moral redress before we go beyond legal or moral limits. Boycott is not popular in this country. It is un-American and leaves a bad taste in the mouth.

Just consider two things. First, that there is no monoply. Second, that you have the privilege of buying wherever you can get the best value for the money.

The big sales of the

4A Folding KODAK

prove that the Kodak Public is willing to pay where there's value. Every owner of a Folding Pocket Kodak is a possible customer.

You can sell them

KODAK

Pleasure for all the family in the Kodak.

Picture making the Kodak Way is so simple that even a child may take and finish pictures.

Let us show you the all-by-daylight way of picture making.

New things every day from Kodak City.

Richard Roe & Co.

Double col. cut is No. 132. Single column cut, No. 133.

FOR TRADE CIRCULATION ONLY.

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN."

Vol. III, No. 7. TORONTO, CAN. NOVEMBER, 1906

New Business

THE DOLLAR BROWNIE DEVELOPING BOX AND THE KODAK BOX No. 2.

A Complete Photographic Outfit.

There's a new business builder.

For a long time we have cherished the project of putting up a complete outfit for picture making, by the Kodak methods, at a price that would put it within the reach of everyone. This is now made possible by our latest advance in daylight development — the Brownie Developing Box.

Brownie Developing Box.

This new device, as shown in the illustration, is a metal box with light tight cover, just long enough to accommodate a roll of Brownie Film in one loop.

To develop, the roll of film is inserted in the spool carrier and by means of a flexible cord and winding shaft the film is unrolled and carried around a roller bearing, thus exposing the entire surface to the action of the developer.

When the roll of film has been inserted in the spool carrier, the prepared developer is poured in the opposite end of the box and the cover fastened in place. The film is then unrolled by turning the crank extending from the box.

After the film is unrolled the box is rocked on its standard for six minutes when development is complete, the developer is then poured off and the box filled with water to thoroughly wash out the developer.

The film may then be removed in daylight to the fixing bath.

Unquestionably the Brownie Developing Box, which is to list at one dollar, will, to some extent cut into the sales of the Brownie Tank Developer.

Until January first, therefore, we shall not sell them *except as a part of our new outfit the Kodak Box No. 2.* This will enable the trade to reduce the stock of Brownie Tank Developers before the new developer enters into competition with them. We believe, by the way, that a demand for the Brownie Tank will continue, and we have no present intention of discontinuing its manufacture.

For the present, the push is on the Kodak Box No. 2, an outfit that offers photographic opportunity to new millions.

Every long time dealer in photographic goods knows the boom that came to the business with the advent of the Kodak: he knows the bigger increase that came with the daylight loading cartridge, the little $5.00 Pocket Kodak and the Bull's-Eye. He knows the added stimulus that came from the Folding Pocket Kodaks; he knows that hundreds of thousands of customers came into the field when the Brownie made picture taking inexpensive, and he knows that the Kodak Developing Machine and Tank Developer have helped to keep the business growing.

The new Brownie Developing Box is by no means insignificant by comparison with these earlier business builders and the Kodak Box No. 2 has come just in time for Christmas. But we are not content with simply turning out the goods and telling you about them. There is to be an advertising campaign that will let the public know about this latest phase of Kodak progress. Our advertising of the new outfit (The Kodak Box No 2) will be in big space in big publications. The guns will soon begin to boom and the goods should be on your shelves. It's your opportunity for broadening the photographic business in your community. There should be such a planting of Brownie Acorns as has never been before.

The Kodak Box No. 2 contains:

1 No. 2 Brownie Camera, .	$2.00
1 Brownie Developing Box,	1.00
1 Roll of No. 2 Brownie Film,	.20
2 Brownie Tank Powders, .	.05
1 ½-lb. package Kodak Acid Fixing Powder, . .	.15
1 4-oz. Graduate, . .	.10
1 Stirring Rod, . . .	.05
1 No. 2 Brownie Printing Frame, ...	.15
1 Package 1 dozen 2¼ x 3¼ Brownie Velox, . .	.15
2 Eastman Metol Quinol Developing Powders, .	.10
3 Paper Developing Trays, .	.30
1 Dozen 2¼ x 3¼ Artello Mounts, . . .	.10
1 Doz. 2¼ x 3¼ Kodak Dry Mounting Tissue, . .	.06
1 Instruction Book, . .	.10
	$4.50

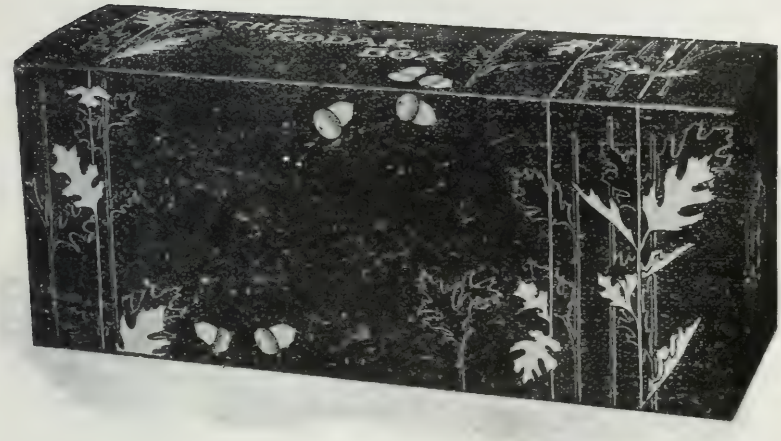
Price Complete, put up in an attractive lithographed Box, . . . $4.00

To be retailed at full list price only.

Discount to the trade, 20%.
Subject to Conditional Credit, 10%.

NOTE,—The Brownie Developing Box uses the Brownie *Tank* Developer Powders.

Don't depend too far on the telegraph for rush re-orders. The telegraph will doubtless be working and so, doubtless, will our factory; but there's a limit even to the capacity of the largest Camera works in the world. Your only safety lies in having a good supply in stock.

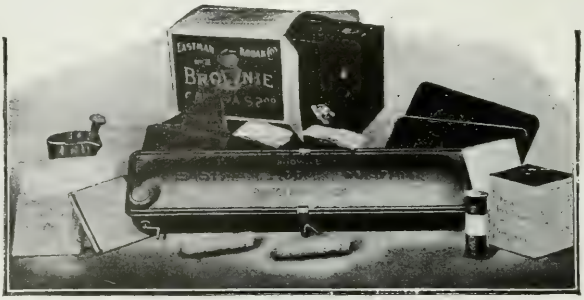


The attractive package which will help you in selling the Kodak Box No. 2.

A MAILING LIST

Many, very many dealers have a practice of sending out circulars frequently to the list of customers on their books—an exceedingly good practice for the advertising of papers and developers and novelties, but not effective for the advertising of cameras, because such people are likely to keep more or less posted anyway, and because in the camera advertising you want to *get in new blood*. It's wise to work the old field, of course, but new customers must be brought in if business is to grow, or is even to hold its own.

A most desirable list is to be found at your elbow—in the telephone book. Anybody that can afford a residence telephone can afford a Kodak. Skip the offices, of course, but it will pay to send Kodak circulars to the residence addresses of telephone subscribers. You will reach a large percentage of new people, of people who are worth keeping after persistently. For a trial use the Christmas circular, announced in another column, in this way.



For every boy or girl there's a
Merry Christmas in the

Kodak Box

A No. 2 Brownie Camera for taking 2¼ x 3¼ pictures. a Brownie Developing Box for Developing the negatives *in daylight*, Film, Velox paper, Chemicals, Trays, Mounts —Everything needed for making Pictures is included in this complete little outfit.

And the working of it is so simple that anybody can get good results from the start. No dark-room is needed and every step is explained in the illustrated instruction book that accompanies every outfit.

Made by Kodak workmen in the Kodak factory—that tells the story of the quality.

THE KODAK BOX NO. 2, CONTAINING :

1 No. 2 Brownie Camera,	$2.00	1 No. 2 Brownie Printing Frame,	$ .15
1 Brownie Developing Box,	1.00	1 Doz. 2¼ x 3¼ Brownie Velox,	.15
1 Roll No. 2 Brownie Film, 6 ex.,	.20	2 Eastman M.Q. Developing Powders,	.10
2 Brownie Developing Powders,	.05	3 Paper Developing Trays,	.30
1 Pkg. Kodak Acid Fixing Powder,	.15	1 Doz. 2¼ x 3¼ Artello Mounts,	.10
1 Four-oz. Graduate,	.10	1 Doz. Kodak Dry Mounting Tissue,	.05
1 Stirring Rod,	.05	1 Instruction Book,	.10
			$4.50

$4.00 Price, Complete At all Kodak Dealers **$4.00**

CANADIAN KODAK CO., Limited
TORONTO, CANADA

Write for Booklet of the Brownie

THE YEAR AROUND

THE CAMPAIGN TO KEEP THE AMATEURS BUSY FOR THE FULL TWELVE MONTHS.

[We quote the following from the Eastman Kodak Co. Trade Circular. As all these different publications have a large circulation in Canada our dealers will reap the benefit of this advertising, and in addition, we are using full page ads. in all the leading Canadian magazines.]

"A dozen years ago picture taking in an amateur way was as much of a one-season pastime as fishing. There was so little winter business to be had that dealers would hardly take the trouble to go after what there was. But conditions have changed. Flash-sheets and Kodak Portrait Attachments, Velox papers for evening printing, and the new methods of daylight development have made photography a winter delight. And in addition to all this there has been our consistent campaign of education. Booklets on every phase of amateur photography have been distributed by the million, to say nothing of the sale of the more expensive photographic works. 'Picture Taking and Picture Making' and our more recent publication, 'The Modern Way in Picture Making,' have alone reached a sale of more than seventy thousand copies. The Kodak Correspondence College has helped sustain the interest with thousands of amateurs, while the Kodak Exhibitions are showing to hundreds of thousands more the pleasures that await them in Kodakery.

But in all probability the one thing that has been most potent in making photography a four-season hobby is the strength of our winter magazine advertising. Had there been no Flash-sheets, and Portrait Attachments and Velox and Developing Machines it might not have paid to do this advertising. On the other hand it took all the force of our strong campaigns to bring home to the people the opportunities that photography offers for profitable pleasure.

And this year is to be no exception. Practically all of the big strong publications are on our list, and we shall use them, we think, in a way that will bring business to you as it has never come before. There are two things that we aim at in our advertising—to create first an interest in photography and to get people in whom that interest has been created to begin asking questionsabout some specific thing. And so we are to have a number of back covers in color which will be reminders of the home side of photography, will make people want pictures of the children and of the Christmas house party. Then, in a large list of juvenile and popular priced publications, we shall hit home with advertising of the Kodak Box, or the Brownie, while in the higher priced monthlies we shall give further publicity to the new 4A Fold-

ing Kodak. The back covers in colors, wherein we appeal to the hearthstone side of the reader's nature, include : Saturday Evening Post, Collier's, Cosmopolitan, Garden Magazine, Country Life in America, World's Work, American Illustrated, Town and Country, Reader, Leslie's Weekly, Harper's Weekly, Review of Reviews and Life. This same advertisement (see page 7), will also appear in the Outlook and Good Housekeeping.

So much for the stirring up of photographic interest. But there are many people who want to know "how much?" and they must be reached with a definite proposition. They also need a direct Christmas suggestion. We have it for them in the advertisement of the Kodak Box No. 2, (page 4). This will appear in color on the back cover pages of Youths' Companion, American Boy, Technical World, Recreation, Star Monthly, and in full pages inside in St. Nicholas, Ainslee's Popular, Smith's, Everybody's, Munsey's, McClure's, Pearson's, Red Book, All Story, Railroad, Argosy, and Woman.

The extensive sale of the new 4A Folding Kodak makes it seem wise to give it a wide publicity at this time. No high priced camera has ever proved so immediately popular, and so it will be still further advertised in a list of important mediums. Large spaces will be used for it in Literary Digest, Outing, Illustrated Outdoor News, Ladies' Home Journal, Woman's Home Companion, Harper's, Century, and Scribner's.

In addition to all this there will be Brownie advertising in several publications of wide circulation. In all, our Christmas advertising will have a circulation of no less than thirteen million copies, of which a considerable portion will be in colors on back covers. The moral is: Stock up, dress your windows, advertise locally, push."

THE BOOKLETS.

Of course there must be booklets with which to back this all up. We still have a supply of our Kodak booklets (32 page), and of the Brownie booklets, which we will supply as long as they last, and we can furnish Kodak Catalogues in limited quantities. We are also preparing an inexpensive but neatly printed Christmas circular of which every dealer can have as many as he will agree to distribute. They give a little Christmas talk, and in them we list the Nos. 1, 1A and 3A Folding Pocket Kodaks, the No. 4A Folding Kodak, the No. 2 Brownie, and the Kodak Box No. 2 (outfit).

Your orders, please, for goods and advertising matter. The latter will receive quicker attention if addressed to the Advertising Department.

Plant the Brownie Acorn and the Kodak Oak will grow.

And then again, when snow and ice hold all out-doors—

KODAK

Turn the lens into the home and picture, for the days to come, its hearthstone harmonies. The album of baby and the pictures made by the little folks will be held more precious every year.

And picture making is easy now—the Kodak has made it so. No dark-room, few chemicals, no fuss. It's photography with the bother left out.

BROWNIE CAMERAS, they work like Kodaks, $1.00 to $9.00.
KODAKS, - - - - - - $5.00 to $100.00.

CANADIAN KODAK CO., Limited
TORONTO, CANADA

Catalogue, free at the dealers or by mail. Read it before Christmas.

For general publicity. An Ad. that will be reproduced in colors on important back covers.

SIX WEEKS TILL CHRISTMAS.

It's only six weeks till Christmas. It's high time that you began to make up your Christmas order, time to lay out the Christmas campaign. What you push for Christmas you will sell. Why not push those things which continue to bring trade? We are talking more particularly now to those dealers who carry Kodaks as a side line. Smith comes to your store to buy something for his boy or girl. If you sell him skates, or a hand-sled or books or backgammon, that's the "end on't." He comes to buy for his wife, or his wife comes to buy for him. If you sell silver backed hair brushes, or slippers, or brick-a-brac, or furniture, or jewelry or opera glasses, that's the "end on't." But sell a Kodak and your profit has just begun, albeit your first profit is as large or larger than it would have been on any of the other articles. Christmas offers you exceptional opportunities for making new, regular customers.

It will pay you to put in early orders, not overlooking the Brownies. We believe that our stock of goods now on hand and in the works will meet all demands, but we have outlined a strong advertising campaign and to be sure of having a full line we advise that you order promptly.

BELLOWS COVERS

We now have bellows covers for the new 4A Folding Kodaks as well as for the Nos. 1, 1A, 3, and 3A Folding Pocket Kodaks, and the No. 4 Screen Focus Kodak. Every dealer should have a small assortment as they not only protect the bellows from the sun when in a store window, but answer the purpose of a price-card and add to the attractiveness of the display. Free on request.

Kodak Portrait Attachments and Eastman's Flash Sheets have caused the use of thousands of rolls of film and thousands of gross of paper. They pay you double profit.

THE COST AND THE PRICE

Should the price of photographic goods be lower?

It is. Relatively photographic goods are cheaper by far than they were ten years ago. In other words photographic prices have been slightly reduced, while everything else has been going up.

Prices are purely relative anyway. If all the wages in the world were exactly doubled to-morrow, how long would it be before the prices of everything else would be doubled? Most everything in a week or a month; absolutely everything as soon as the existing supply was exhausted.

As a matter of fact, photographic goods are about the only articles of manufacture that are actually sold for less money than when the "good times" started in a decade ago. Prosperity has blessed this country for ten years. Everybody who really wants work, has it. Wages are higher and most everything costs a little more than it did.

Relatively, photographic goods are much cheaper than ever before. No prices have been advanced—even the average price of glass plates is lower than it was—but *costs* have advanced July 1st, 1902, silver bullion was 52½ cents per ounce. By July 1st, 1906, the price had advanced to 67 cents per ounce—an increase of 27⅗ per cent. The price of silver bullion is now 71⅜ cents—an increase of over 35 per cent—a serious item to the manufacturer. But there has been no advance in prices of silver papers or of plates.

Within five years the working hours in the Eastman factories were voluntarily reduced ten per cent. without any cut in wages—but there was no advance in the price of photographic goods. Everything from the coal under the boilers to the paper on which the direction sheets are printed costs more than it did—but the price of photographic goods has not advanced.

But there is another element in the cost of production—organization. 'Tis that, together with concentration of effort and a world-wide market, that has kept down photographic prices. The *volume* of the business, a volume stimulated by the perfection of the products has enabled the principal manufacturers to not only furnish you with the goods at the old prices, but to constantly improve and perfect their product.

Relatively, photographic prices have been lowered, steadily lowered, for the past ten years.

Proportionately, photographic goods are cheaper, much cheaper than photographs. Size for size and quality for quality, photographs are bringing more money than they did. The material that enters into them, quality for quality, is costing not a whit more—if the Eastman products are used. —*Aristo Eagle.*

NEW EDITION

"MODERN WAY IN PICTURE MAKING."

By reason of its telling the amateur just what he needs to know, everything he needs to know, and nothing that he doesn't need to know, "The Modern Way in Picture Making" has made a hit. A new edition became necessary within the first year and is just coming from the press. Every dealer should push its sale not only on account of the profit from such sales but because it will teach his customers how to make better pictures.

Price, in cloth, title in gold, $1.00.

Discount to the trade, 35 per cent.

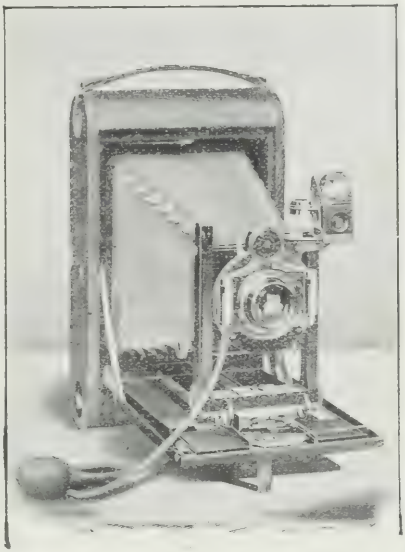
BROMIDE BUSINESS

A NEW BOOKLET TO INTEREST THE AMATEUR IN ENLARGING.

We have just issued a new edition of "Bromide Enlarging with a Kodak," a booklet which we believe will make new business for you if properly placed. The new methods that it shows, whereby the amateur can turn out work of this character, are so extremely simple that it should get many started in this delightful line of work. Of course it isn't intended for the boy with a Brownie, but every dealer has a few customers who are doing their own developing and printing who would very likely take up this delightful section of photographic work if they only knew how simple it now is. It's a trade worth looking after. These booklets will be furnished, in limited quantities, without charge, upon request.

The Eastman Kodak Co. Educational Department will not only teach you how to turn out better work but how to do it economically. The service is free.

"As simple as a Pocket Kodak"



The New 4A Folding KODAK

For pictures 4¼ x 6½ inches. In its construction nothing has been neglected. The lenses are of high speed (*f.* 8), strictly rectilinear and being of 8½ inch focus insure freedom from distortion. The shutter is the B. & L. Automatic, an equipment having great scope in automatic exposure, yet so simple that the amateur can master its workings after a few minutes examination.

Equipped with our automatic focusing lock, brilliant reversible finder with hood and spirit level, rising and sliding front and two tripod sockets. Price, $35.00.

CANADIAN KODAK CO., Limited
Toronto, Canada

Kodak Catalogues free at the dealers or by mail.

Every Dollar's worth of advertising that we are putting out in the December magazines and weeklies sends the inquirers to your stores.

When people do write to us we tell them to buy of their dealer.

Canadian Kodak Co.
Limited

FOR TRADE CIRCULATION ONLY.

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN."

Vol. III, No. 8. TORONTO, CAN. DECEMBER, 1906

BRING 'EM IN.

The Kodak Box Outfit has created more interest than anything that has been offered the photographic tradé since the introduction of the Kodak Developing Machine. The trade has ordered liberally, and even at this early date we are beginning to hear from the advertising, though with one or two exceptions, and those minor ones, the magazines in which it is given publicity are just coming from the press. There's a strength to this advertising that every dealer should avail himself of. The outfit is something new—novel; something that is already attracting attention. You ought to go into the newspapers with it, and go in strong.

We are not doing a mail order business. Our advertisements are not intended to sell the goods direct. They are intended only to get people interested and send them to your store. Do they know that you sell Kodaks? Do they know that you have the Kodak Box Outfits in stock?

There's Christmas business in store for the dealer who keeps his window and his newspaper busy with the story of the Kodak Box. There's a newspaper suggestion on the last page.

ANGELO BLACK AND WHITE.

Our announcement of Angelo Black and White Platinum has met with prompt response. The photographers appreciate the quality of Angelo Sepia and have faith that the new product will be on the same high plane. They will not be disappointed. It's a paper that will take strong hold with the best trade. It has the quality.

Alongside of Angelo Sepia Platinum it will be advertised, demonstrated, pushed. Most photographers who use platinum, use both the sepia and the black and white. There is a host of them using Angelo. You can now supply these people with Angelo for all of their platinum needs.

MANUALS FOR THE KODAK BOX.

We have had a few complaints from dealers that there was no manual in the Kodak Box Outfit That other dealers may not fall into the same error we call attention to the fact that the Brownie Manual accompanying the camera itself, fully covers, not only the manipulation of the camera but also explains fully the use of the Brownie Developing Box and Velox paper. It gives full directions from start to finish for making pictures with the outfit.

LAST CALL.

In announcing the Kodak Box No. 2 last month, we expressed the belief that a shortage was likely before Christmas. Since that time the factory has so far increased its daily output that we shall have a larger supply than we anticipated. On the other hand, orders have come beyond our expectations. Indications at this writing are that the available supply for Christmas trade will be very nearly exhausted by the time this reaches you. Those who come late will surely be disappointed. This is the last call for orders for Kodak Box Outfits for the Christmas trade.

A shortage is a practica certainty. Better order now

WE are enclosing with this number of the Trade Circular a sample of a little Christmas Folder which we believe would be beneficial for each of our customers to mail to their retail trade. We referred to this in the November number of the Trade Circular, but still have about 5,000 of these Folders left, which we would be glad to distribute on application, as long as they last.

The Story of the KODAK BOX

as told in the magazines, is doubling our advertising mail. Inquiries are pouring in from everywhere. We refer them to you.

ARE YOU READY?

Canadian Magazine, Westminster, Resources, Outdoor Canada, Youth's Companion, Saturday Evening Post, Collier's, Everybody's, Ainslee's, Munsey's, McClure's, Pearson's, Red Book, St. Nicholas, Argosy, American Boy and Star Monthly are among the publications in which we are advertising the Kodak Box in particular, to say nothing of the many others used for the Kodak line in general.

ANGELO SEPIA and ANGELO

BLACK and WHITE

will satisfy your most exacting trade.

For the Critical:

Angelo Platinum Papers

AT OUR EXPENSE.

THE WORK THE EASTMAN KODAK CO'S EDUCATIONAL DEPARTMENT IS DOING. FREE INSTRUCTION, FREE MATERIAL. THERE'LL BE TIME AFTER CHRISTMAS.

Without exception, the people who have taken the course in the educational department have been materially benefited. They are unqualified in their endorsements of its advantages.

Among those who have taken the course are some who have had years of experience in photography and others who are but beginners. In has proved valuable to both classes, though of course the beginner must spend more time with us than those of longer experience.

This department teaches everything that should be known by those who do developing, printing and enlarging for the amateur. It teaches not only how to do the work well but how to do it quickly and economically. It puts the pupil in touch with all the little wrinkles that we have been twenty years in learning.

It costs a lot of money to run this department, but it pays, because it means that those who take the course satisfy their customers better than they otherwise would. It means more profit for dealer and manufacturer, because it means more pleasure and satisfaction for the Kodaker.

We suggest that there are many who will have time to take up the course immediately

after the holidays. Remember, there is no charge for instruction or material. For those who do not care to stop at the hotels while in Rochester, The Eastman Kodak Co. will assist in finding a satisfactory boarding place. Write us for particulars.

Here are a few opinions :

MORE PRINTING ORDERS.

El Paso, Texas, Nov. 2, 1906.

. . . . . Since my return I have put in the tank developer system, a la Eastman, and it works out fine. While the expense of working it is a little more than developing in trays, I am more than reimbursed by getting a larger percentage of printable negatives as well as better quality, thus increasing the orders in the printing department.

FRED J. FELDMAN.

COMPREHENSIVE, CONCISE.

Birmingham, Ala., Nov. 18, 1906.

I should have written you before in regard to my course in the Educational Department. Comprehensive and concise are the most befitting words for your Educational Department. Without any previous knowledge of Kodakery, I took your course in Rochester with the view to assuming full charge of the Kodak finishing department of F. W. Bromberg's store. After completing the course I returned here and took charge and have been able to handle the work with entire satisfaction. Would say that no matter how far advanced a man is in photography, the course will teach him what he never knew before about making Velox prints.

Wishing your Educational Department much success, and hoping that others will do as I have done and profit thereby, I am,

TARLETON W. CREWSHAW.

CUSTOMERS NOTICE IT.

Troy, N.Y., Nov. 24, 1906.

We desire to express our thanks for the courtesy shown our representative at your Educational Department. Our printer was under your instruction for two weeks, and the improvement in the work is not only noticed by ourselves, but by our many customers.

A. M. KNOWLSON & Co.

COMPETITION.

When a man has made up his mind that he wants a camera, the only competitor for his business that you have is the other man who is selling photographic goods. You are already keeping a sharp eye on him. But for Christmas trade, it's different. Every merchant becomes a competitor, and you become the competitor of every merchant.

Richard Roe is going to spend five dollars or thereabouts on Dick, Jr., for Christmas. Have you made him appreciate the appropriateness of Kodaks and Brownies and Kodak Box Outfits ? He is a busy man and all he can think of may be sleds, skates and air guns. Those were the things that appealed to him when he was a boy, and he doesn't know what to give his youngster because the lad has all those left over from last winter.

Bring photography home to him and his wife. They are only going to spend about so much for Christmas anyway. Your competitor is any man who has Christmas goods to sell. He is making a big splurge. You can afford to make a bigger splurge. When he sells a $2.00 sled, that's the end of it. When you sell a $2.00 Brownie, that's the beginning of it.

A Window Suggestion

NO MID-WINTER LANGUOR.

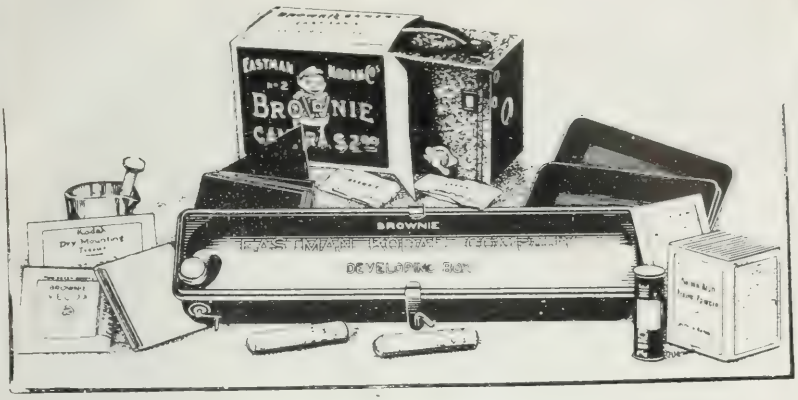
You do not want any post holiday languor in your business. No more do we. There is a way to avoid it—home portraiture.

It does not make any difference how often people take the youngsters to the photographer, and for their own sake they should do it often, they would make home pictures of them if they only knew how easy it all is.

To help the work along we are preparing a new booklet entitled "Kodak Home Portraiture." It is beautifully illustrated with examples of Kodak portrait work, both indoors and out, and gives a little common sense talk on how to make such work. Then it lists a few of the more popular Kodaks and explains in detail the use of the Kodak Portrait Attachment and the Kodak Tank Developer. We are announcing the book in the January magazines and will soon be ready to furnish it in very limited quantities. The first edition will have a rather plain but tastily designed cover. Later editions will have a lithographed cover in ten colors that we think will be a little better than anything we have yet turned out.

The making of pictures of the children at home is an idea that is growing and it should be fostered. It shou d be talked and advertised bylevery dealer. Kodak Portrait Attachments and Flash Sheets and literature that will teach people to make better pictures should all be pushed. We ask, however, a careful and discriminating distribution of the new booklets. They are very expensive. As they contain 32 pages 5½ x 7¾ inches printed on the highest grade of enameled stock of heavy weight you can readily understand that they run into money very fast. We want parents who can afford photography to have them, naturally, however, we do not want them wasted.

Right along this same line of keeping up the winter interest, we suggest that you do not forget to sell "The Modern Way in Picture Making." It's a most common sense book that will help to keep the amateur active.



Picture Making for Boys and Girls

with the simple

KODAK BOX

A No. 2 Brownie Camera for taking 2¼ x 3¼ pictures, a Brownie Developing Box for developing the negatives in daylight, Film, Velox paper and everything for making pictures is included in the Kodak Box.

$4.00 PRICE COMPLETE **$4.00**

A YEAR ROUND CHRISTMAS

Richard Roe & Co.

Double Column Cut, No. 196, Single Column, No. 197.

It's the time for Indoor Photography

YOU CAN SELL

KODAK

Portrait Attachments

AND

EASTMAN

Flash Sheets

Talk Tank Developer, too—The easiest and best daylight method of developing film.